

How to do a Trunk Show

Today Consultants and hostesses have busy work schedules and may have a hard time finding time to schedule classes. Trunk shows are group selling presentations for busy women of today. Trunk shows offer consultants the opportunity to meet a number of new potential customers and team members.

Women Profile:

Most women work outside the home.

These women are mobile, moving and busy.

Most grew up using cosmetics and have general knowledge of application techniques.

They have more money to spend.

They have little time to enjoy spending it.

While Skin Care Classes will remain your SINGLE MOST PROFITABLE group selling presentation, which is the BONDING FORCE that forges lifetime relationships between Consultants and customers, the Trunk Show provides a way to reach potential customers and team members and helps Consultants meet their objectives of the three goals: (working your business full circle)

1. How many sets can I sell?
2. How many future selling appointments can I schedule from this class?
3. How many interviews can I schedule to find new team members?

Where do you begin: Preparing Your Trunk

Use footlockers, 2 large hat boxes (look at a discount store for ideas, be creative). You can decorate the outside of the trunk in something bright and eye-catching. You can also call your trunk show any cutesy name you choose: Trunk Showing (Designers have these), Traveling Beauty Boutique, Sip and See, Beauty Bash, Pampering Session, Girls Night Out, See and Shop, Meet and Treat, the ideas are endless.

Put skin care and color sets in one and all your other sets in the second.

You will also need: Look Books, Profile Cards, Sales Tickets, Pens and Satin Hands Demo. Also have some Hostess Packets for Hostesses bookings.

The Hostess:

When booking your initial Trunk Shows you may use the booking script below. Be sure to communicate to your hostesses that this is not the traditional Skin Care Class, no one will take off their makeup, she can invite as many as possible because you want to have 10-12 ladies present, and refreshments are recommended to be served when guests are arriving, meeting, and mingling, and we do call this a party.

Hostess Credit:

You can give whatever kind of hostess credit that works for you and the person you are booking. You can use the standard hostess credit that is listed in Mary Kay's Hostess brochure. The important thing is to talk with the potential hostess and see what she would be motivated by. You can also use the latest Hostess Gift which can be found on Section 2 – Sales Aids: Promotional Items.

Booking Script for Trunk Party:

Hi, ___ this is ___ with Mary Kay Cosmetics, do you have a quick minute? (Always ask permission to speak, if she says no, ask when would be a good time to call back.)

I am so excited!! I have a fast, fun, new way of sharing our Mar Kay products...its called a Trunk Show (or whatever you want to call it) and it takes 30-45 minutes – no trays, mirrors, wash clothes, no taking off your makeup!

All women LOVE to shop, so it just involves inviting friends, family and neighbors – the more the merrier...over to socialize and see the newest Mary Kay products! They'll even receive a free Satin Hands pamper!

___, you are one of the first people I thought to call because you are so fund and I know you have fun friends! I also know you LOVE Mary Kay products (or will love them) and I would love to give you ___ (whatever hostess credit you want to use, ex: \$75 in product for only \$25 when you have a \$200 show including outside orders, OR a percentage of your show sales in free products, OR 4 items at ½ price).

How does that sound? Great! Which would be better for you...daytime or evening or I can even come into work over your lunch hour? Great! I will send you a hostess packet tomorrow. I will need to get your guest list by ___ so I can mail each personal an invitation. ___, I appreciate you so much. I am looking forward to your show and I can't wait to see how many things you get for yourself!!!

Trunk Show Hostess Invitations (by Collette Welch) (*whatever hostess credit you want to give)

Trunk Showing
No makeup mirrors, no naked faces,
Just busy ladies running places!

Time to get together and have some fun,
Invite all the girls over, there's room for everyone!

See the latest products and pick-up some great deals too,
A Mary Kay Trunk Showing is coming to you!

Just fill out your guest list, I'll send the invites,
My special gift to you – your Mary Kay at 1/2 * price that
night!

(*with 6+ girlfriends present)

When arriving at the Trunk Show:

Kitchen coach your hostess before the guests arrive by asking her, "Who is coming today that you think might be good at doing what I do? (pause 1,2,3, seconds) What about you?" She will usually immediately respond by saying, certainly not me! Offer her the opportunity to act as a talent scout by recommending someone, and ask again, "Who do you think IS coming that might make a good Mary Kay Beauty Consultant?"

When guests begin arriving at the show, place your trunk in the location where you plan to do your group presentation, leaving the lid on. Mingle with guests and get to know them. This is where the closing of your class begins as you build rapport with each person present. People decide whether they like you in the first 30 seconds. Give guests a profile card to fill out even though you will not be doing facials today. This gives you personal information so that you can put them in your customer file, on your preferred customer mailing list and gives you information on their skin care personality so that you will be best prepared should they be interested in a facial, as well as gives you information to follow up with later. By having refreshments at the beginning of the show you have an opportunity to visit, gives stragglers time to come in late and provides a relaxing, buying friendly environment.

The Presentation:

1. Ask the hostess and guests to move to the showing area and pass forward the profile cards if they haven't already done so.
2. Thank the hostess for inviting you into her home and helping you meet new customers.
3. Explain to the hostess and guests how the hostess will be getting hostess credit. (This serves several purposes, it acknowledges the hostess; it is a purchasing and booking invitation so that the guests know how they will be helping the hostess by making a commitment to buy and book tonight; it serves as future hostess coaching) Use the BOOK TO LOOK ENVELOPES during this time. Have 2 Book to Look Envelopes on table with an enclosed offer to the first 2 people who commit to holding a Trunk Show or traditional Skin Care Class. (Inside envelope on piece of paper it has an offer, ex: FREE Lipstick or FREE Hand Lotion or ½ price on any item)
4. Place the Name Game. Pass out slips of paper and pencils to each guest; tell her to write her name on one side of the paper. Look at your watch to time, and say, "Whoever gives me the most names and numbers of people that you think might enjoy a complimentary FREE Mary Kay facial will receive a special gift. READY....SET.....GO!!" (You have to do this fast so they do not hesitate before writing, time one minute, have count up, reward prize. Be sure to take up the slips of paper, these are referrals that you can use to book future facials using the mutual friends approach).
5. Pass out Look Books and a sales Ticket to each guest.
6. Take the lid off your trunk, pull out each set individually and ROMANCE each set. (It is important to keep the lid on the products until you begin your presentation.) You can write power statements, selling features and benefits on an index card for each product in the set. Tape to the set and then as you remove each set from the trunk, remove the note card to read statement. Great Set examples are on the Beauty Book inserts. They can be found on Section 2-Sales Aids: Supplies/Packaging.

Closing the Show and the Sale:

When guests return from the bathroom, give them hand cream and ask them to complete their sales ticket with tonight's purchases, and then turn it into you. Remind guests that the hostess will receive hostess credit for the total of tonight's purchases. As the guests turn in sales tickets, talk individually with each guest, arrange payment information, book future appointments and schedule recruiting interviews.

Finish the show by figuring the Hostess Credit, be sure the guests know how much she received free, and interview the hostess or set a separate time to.