



Welcome to the

Dream Achievers

New Consultant Training

Everything you need to know about your new unit and what to do to be successful!



**Look Inside For
The Keys To
Your Success!**

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Welcome

Congratulations on beginning your Mary Kay® business and taking the step to controlling your own destiny!

To help you get off to a great start, this manual contains business building tips to help you work your business full circle. Your weekly unit meetings as well as other special events held throughout the year will provide you with continuous inspiration, education and motivation needed to help propel you up the ladder of success. Your Starter Kit will contain additional training materials to help you build a strong, successful business. Make it a goal to read and study this manual every day for 2 weeks, follow it step-by-step then watch your confidence and business grow.

As a new Consultant, I encourage you to treat this business as if you were going to college. Be patient with yourself, you will not learn everything overnight. Commit yourself to a certain number of hours per week to go to “Mary Kay® School,” which would also include your weekly unit meetings and your own appointments. Also, commit yourself to at least **one full year** of consistency in your business. There is no magical, mystical secret to success in Mary Kay® -- just hard work and persistence.

When your Starter Kit arrives, take a good look at it. What do you want for yourself and your family 5 years from now? In 10 years? I will show you that you can have all you want for you and your family. You can achieve all of your dreams and more. It's all in your Starter Kit. The key? Well, that's in **YOU!**

Love and Belief,

Terri Esposito

Your Proud Sales Director



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Your Director's Story

Welcome! My husband Robert and I live in Lisle, Illinois which is a small town west of Chicago. I have two sons, Tony who is 29 and married and lives in beautiful Door County, Wisconsin and my son Rob who is 21 years old and a college student. I work full time as a Practice Administrator of a physician's office. I have been in that position for the last 20 years. My husband is a successful entrepreneur himself who has been self-employed his entire life. I felt that I had everything I needed in my life until I was introduced to the Mary Kay opportunity.



In January of 2003 I was invited to attend a skin care class at a local hotel where I was treated to a Mary Kay facial and I had the opportunity to hear from a great gal who was very enthusiastic and had a great story to tell about her journey. When I was getting ready to leave that evening she asked me if I would be interested in hearing more about the Mary Kay opportunity and I emphatically answered "NO!". Then she said to me the words that changed my life. She said "How can you say no to something until you have all the facts?". I thought about what she said and decided to go ahead and take the information home with me but never thinking it would turn into anything else. To make a long story short, as hard as I tried, I could not find anything wrong with the marketing plan that Mary Kay had established and so I decided to give this business a try and at least get my products at cost. What I got was so much more.

I signed my agreement on February 12, 2003, earned my first career car in October of 2003 and became a Director a month later. I am proud to be a Director in this company and I LOVE being able to share this opportunity with other women who are looking for that something else in their life.

Whatever your reason for beginning your journey in Mary Kay, I am very excited to be the one to help you find your Dream. The name of our unit is The Dream Achievers and that is what I want for you. I want you to know that you can have anything your heart desires by working this business the Mary Kay way. Please know that I am available to help you with education, motivation or goal setting ANY time.

May Your Heart Sing As You Embrace What You Were Created To Be And Do
From The Dream Giver by Wilkenson

Terri Esposito
Sales Director



What's Your Story?

You know about me now and your new unit, but I would like to know more about you.
Please fill out this sheet and email, mail or bring to me at our next event!

About You

Name _____
Address _____
City _____
State _____ Zip _____
Email _____
Phone _____

About Your Family* (this info is optional)

Husband's Name _____
Children's
name and ages _____

Why did you finally decide to become a Consultant?

What Motivates You?

(choose as many as apply)

- Money
 - Prizes
 - Recognition
 - Being the best
 - Verbal appreciation
 - Personal satisfaction for a job well done
 - Other
- _____

What Are You Expecting From This Career?

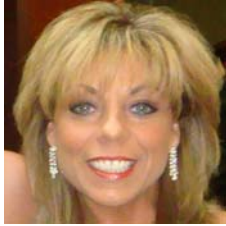
(choose as many as apply)

- Better income
 - Driving a free car
 - Personal growth
 - The work to be easy
 - The work to be hard
 - Gain new friendships
 - Other
- _____

Are There Any Other Questions I Can Answer For You?



Our Unit Information



Our National Sales Director is
Cathy Bill

Our Seminar affiliation is **Emerald**

You can reach me:

- **Monday-Saturday** 9:00 a.m. - 9:00 p.m.
- If necessary, you can call on Sunday
- Phone: **630-975-9142**
- Email: **Tesposito1@marykay.com**

Make sure to attend the weekly Success Meeting each week on

- **Tuesdays**
- 4712 Main Street, Lisle, Illinois
- Beginning at **6:40** for **Training**
- Continuing at **6:30** for the **Success Meeting**

If you are not local to me I can arrange to have you adopted by a Director in your area. You will be in our unit, but “adopted” by another unit for your weekly meetings, trainings and recognition. The Adoptee system works very well, since you will have the benefit of **two** Directors! Just let me know if we need to work together on this solution for you.

Everybody starts this business for different reasons. Always keep YOUR reason in mind as your career progresses!

Indicate the reason you became a Consultant (you can check more than one):

- To increase my income
- To get my own product at a discount
- To have an interest for myself
- To learn more about skin care
- To grow in the area of _____ (fill in the blank)
- Other _____

Whatever your reason for becoming a Consultant, success is a process. If you will give your business the correct attention, follow the guidelines you learn from me and others, then you will be on your way to reaching all the goals you listed above! **Go for it!**



Your First Steps for Success

The MaryKayIntouch® website is the place to get started with everything you need for success. This is where the Company will provide you training, information, and sales ideas.

Information on MaryKayIntouch® is updated regularly, so make sure this is one of your first stops online each day.

From here you will be able to sign up/purchase these business tools:

- **Business Cards** from MKConnections®.
- **ProPay™ Account** to accept credit card payments.
- **Personal Website** to allow customers to shop 24/7! It boosts your sales and builds customer relationships. It's easy and convenient for you and your customers.
- FREE **Mary Kay® email** address.



Record this information:

Consultant Number

MaryKayIntouch® Password

ProPay™ Account Number

ProPay™ Account Password

Personal Website Address

MK Email Address:*

**if you want me to use this email address for you, let me know!*

1. Open a business checking account. Be sure to include “Independent Beauty Consultant” under your name as a designation of a business account. Also get a debit card for this account to place wholesale orders.

All checks and credit card sales should be deposited into this account to help you keep an accurate record of your sales.



2. Get on my schedule to have your New Consultant Training.
3. Thoroughly review the Consultant's Guide, view the Skin Care Class DVD and listen to the Success Stories CD found in your Starter Kit.
4. Give the Team Building CD (also in the Starter Kit) to a couple of friends to review.
5. Attend your first Success Meeting (see page 5 for more details). Ask the people who listened to the Team Building CD to attend with you.



Just For The New Consultant

During the month that your Consultant Agreement is received and accepted by the Company **AND** the following calendar month, you can take advantage of some great deals.

Logon to www.MaryKayIntouch.com to find out more!

15 FREE Customer Brochure Mailings — Through the Preferred Customer Program, you can have up to 15 personalized copies of the Fall in Love customer brochure announcing your business mailed to your potential customers.

50% Off a Mary Kay® Personal Web Site — You can have your own professional Mary Kay® Personal Web Site for half the annual \$50 subscription rate (for the first year)! Then, you can offer your customers 24/7 online shopping convenience. (Discount valid for first-time participants only.)

FREE Personalized Gold-Toned Mary Kay® Name Tag — It's your free gift when you order your MKConnections® Business Kit. The kit includes 250 business cards, a pink vinyl business card case, 1,000 product reorder labels, self-inking name and address stamp, and personalized, platinum-toned name tag with magnetic clasp.

Over \$600 in FREE Retail Products — See the Ready, Set, Sell! Inventory Options for New Consultants brochure to learn about the rewards available for starting your business with inventory.



Get Into the Right Mindset

1. Associate with positive people. Listen to motivational tapes. Attitude is everything!
2. Conduct your business with the "Golden Rule" as your guideline.
3. Hitch your wagon to a Star!
4. Stay in contact with your Director!
5. Always be aware of your professional image. Look and act like a "Mary Kay® Beauty Consultant". At Mary Kay® functions (Success Meetings, Career Brunches, etc.) a professional dress, suit or skirt is required. **Pants are not acceptable** per Mary Kay Ash herself.
6. **ALWAYS** bring guests to a Mary Kay® function.
7. Make sure to turn in your Weekly Accomplishment Sheet (W.A.S.) each week.



Getting Started



FILE DON'T PILE! ORGANIZING YOUR OFFICE AT HOME

In addition to the recommended supplies to set up your office, creating files for these items will be helpful:

2" BINDER - "APPLAUSE MAGAZINES" Put 12 sheet protectors inside and place your "Applause" magazine in this binder after you are finished with it at the end of each month. This binder will serve as a wonderful reference throughout the year at your fingertips. This magazine is only available to you when you are active.

2" BINDER - "REFERENCE" This binder is for notes you will be receiving in your training classes or monthly newsletter. Categorize them by topics, i.e., Booking, Coaching, Retail Sales, Promotions, and so on. As your business grows, you'll likely add more topics, so keep extra space available.

2" BINDER - "FINANCE" Insert letter-sized January through December fillers. This is where you will keep detailed packing slips that arrive with your product order every month, weekly summary sheets and expenses.

12 LARGE MANILA ENVELOPES Keep monthly expense receipts in one envelope per month. Keep a monthly tally of expenses based on the categories listed on the Expense Tracking Form. At the end of each quarter, transfer those monthly totals to the Expense Tracking Form that is in your Finance binder. This will be used for tax purposes.

3—5x9 BINDERS - "CUSTOMERS" For your Customers Binder, use January-December dividers and use the pink copy of the profile card to track customer birthdays. Ask me for other ideas on keeping in contact with your customers and servicing their reorder needs from head-to-toe!

Hanging files are good for storing beauty books, recruiting materials, Company fliers or other materials you'll need for your skin care classes, customers, and team members. Setting up your business in an organized manner will reduce stress and keep you at your professional best.

There are also some very good computer applications that can take care of these types of files. I'm sure sister Consultants can share with you any they currently use.



Unit Meeting Etiquette

- **Dress for success.** Preferably in a suit or professional dress. Skin care, glamour, and nail care products should be applied carefully. Your lip color should always be fresh.
- **Crow about your accomplishments.** Share the positive and eliminate the negative.
- **Listen to the person speaking.** If you are tempted to whisper -- ask yourself, "Is it really necessary?" or "Can this wait until after the meeting" or "Would I want someone else to whisper if I were speaking?" Talking and whispering can disturb many others, including guests. It is simply rude. Thank you for not doing it.
- **Applaud the achievements of others.** What if you were recognized and no one applauded? Enthusiastic applause adds excitement to any meeting. If the meeting was dull, then ask yourself, "What could I have done to improve it?"
- **Talk about recruiting in a tactful way.** Remember, there may be guests present. You are not "working" on anyone. You are sharing the opportunity!
- **Refrain from making negative comments.** If there is a promotion you do not like, remember that voicing your disapproval is tacky. Let's be thankful for all of the prizes we win. Someone is paying for you to receive that prize. After all, what would we be getting in another career?
- **Encourage and greet new people and guests.** Make everyone feel welcome. Make it a point to bring guests each week.
- **Leave children at home.** They are wonderful, but remember that skin care classes and unit meetings are not the place for them. Others have paid to secure sitters and bringing children is unfair to those Consultants and guests.
- **Have your completed Weekly Accomplishment Sheets to hand in.** This will help me help you.
- **Come prepared to contribute to any discussion.** This will be easy if you read and study this manual, the Consultant Guide, Applause Magazines, and any other company literature.





Why Attend Meetings?

What does **YOUR EMPTY SEAT** at unit events say? You have heard it said since you attended training that success events are very important. Have you ever really thought why? When you do not come, **you're saying...**

To Yourself and your family:

This is only a hobby so I don't need any training. (Hobbies do not make money) I really don't want to make money. My MK is only social. My business is not important and not a priority.

To Your Customers:

You are not important enough for me to keep informed. I do not plan to increase my knowledge. You don't deserve the best service I can give. Your needs are not important to me.

To Your Sister Consultant:

I don't need your encouragement and inspiration, and I assume you don't need mine. *(Remember, if you had a great week, we need YOU if you had a challenging week, you need US!)*

To a Guest:

The things your consultant told you about this opportunity are not really true. This is not a **'Real Business'**. If it were truly a good deal, wouldn't there be **more** people here?

To Your Director:

Your help is not needed. You don't need to take time with me on the phone because it isn't fair to those who make an effort to attend meetings consistently, support Unit functions, and truly strive to make this business a success. Special classes, recruiting help, special promotions and contests are not important to me.

When you don't attend unit meetings and other success events it is just like **NOT** going to a job. How long would an employer think you really wanted to make money if you rarely showed up for work?

Have you missed someone at a Unit meeting lately? Why not give her a call today and encourage her to join you at our very next Success Event!

Wherever you live, there is a meeting for you almost every week! It is a proven fact that those consultants who **SHOW UP, GO UP!!!** In fact, I truly believe that my personal success as I advanced to directorship came from **NEVER MISSING A MEETING!**

Top 10 Reasons to Attend Weekly Meetings!

1. To inspire and be inspired by others!
2. Recognition of your achievements!
3. Encouragement & support from others like you!
4. Receive special training to aid your business!
5. New ideas for booking, selling, classes, etc.
6. To develop your own leadership qualities through sharing!
7. To experience the 'team spirit' from having a goal to reach!
8. Company news & information on 'new products' and quarterly contests!
9. Use your meetings to introduce prospects to the 'wonderful world of sales'. It's a great way to start building your team!
10. Being a productive part of your group by being active, sharing positive ideas and offering your support!

**MISS 1 WEEK = YOU'RE SICK,
MISS 2 WEEKS = YOU'RE DYING,
MISS 3 WEEKS = SEND FLOWERS FOR
THE DEMISE OF YOUR BUSINESS!**



**BESIDES.....I NEED TO SEE YOUR BRIGHT
AND SHINING FACE WEEKLY...I AM THERE
WHETHER OR NOT YOU ARE!**



The Mary Kay Image



Do you realize that you never have a second chance to make a great first impression? Have you ever stopped to think that **YOU** as a Mary Kay Consultant are the only Mary Kay that someone knows? Do you realize that your actions and your attire as a Mary Kay Consultant reflect on all of us? I know most of us get to going so fast that sometimes we lose sight of these things.

Mary Kay Image is an attitude. Mary Kay Image is a dress code. Mary Kay Image is a code of ethics that we strive to uphold because Mary Kay herself was very serious about the image that we project to our community; by the words we say, the way we treat others around us and our attire. Mary Kay Image is not something we can choose to uphold or not uphold, rather it is expected of us to uphold it by the woman herself. When we uphold the Mary Kay Image as outlined by Mary Kay herself we honor her. So with all of that said, I would like to outline the basics of Mary Kay Image that is expected of all of us representing this awesome company.

1. We must wear a dress, a business suit, a skirt and blouse, a beauty coat, or company attire to **EVERY** Mary Kay function (regardless of weather), every sales meeting, workshop, business debut, skin care class or facial. Fashions are quite casual these days and pantsuits are very in with Corporate America. But guys, Mary Kay women have always been a cut above and we must always look like we represent the #1 selling brand of skin care and color cosmetics in the land. We need to sport a cute "in" haircut and manicured nails. It is never OK to wear pants to a sales meeting even if you have had a rushed day and no time to change. Think ahead and put a skirt in the car; you can change in the bathroom if necessary.
2. If you are a Red Jacket or Team Leader, it is important that you attend Mary Kay functions wearing a red jacket with a black skirt and white blouse. If you are a Future Director, wear your Future Director scarf. If you are a Director in Qualification, wear your black blouse. Don't ask for exceptions -- be exceptional! Consultants, don't get upset if I enforce these guidelines. It is my job to help you be a successful Consultant.
3. Pick your top 3 pins to wear on your lapel. We are professional business women and having a zillion pins on at one time looks a little overdone and can detract from your professional image.
4. Watch out for gum chewing in public, especially if you are conducting a class or talking in front of the group. Gum can be very distracting.
5. We are not to have alcohol at any Mary Kay function.
6. Coach guests that meeting attire is professional dress so they will feel more comfortable if they do not have on jeans or sweats. They will appreciate your honesty, because no woman likes to go to a place she's not familiar with and be under-dressed. Coach them! They will appreciate you.
7. Please take care to turn off your cell phone before entering a Mary Kay function, it is very distracting to the speaker and very rude to those around you. Coach your guests on this issue also.
8. Please don't bring small children to meetings and ask your guests to do the same. Children are precious and we all love them, but a sales meeting atmosphere is not an appropriate place for a child. We cannot expect them to act like adults and be quiet, because they are not. It's like taking a 2 year old to an adult movie and expecting them to not cry -- it just doesn't work.
9. We must not get away from standing and clapping out of respect for a Director or National Sales Director when they enter a room or are introduced at a function. Mary Kay always expected us to stand for those women out of respect for their accomplishments. Lets all take responsibility for this Mary Kay Image issue and, when we do, it will not be a problem.



Business Basics

I know a lot of information will be coming your way, but there's no need to become overwhelmed. It takes a while to learn the terms and language of our business and, as you progress, things will become clearer. Here are some business basics you need to know:

Active Status

- In the month you place a minimum \$200 wholesale (\$400 suggested retail) Section 1 product order, your status is considered Active. You maintain this status for the following two calendar months.

Earned Discount Privilege

- When you order a minimum of \$400 suggested retail in any Section 1 products, you will receive a 50% discount on the entire Section 1 order and qualify for the Earned Discount Privilege (EDP).
- With the EDP, you can order your products and receive a 50% discount through the end of the second month after your order month.
- For example, if you order \$400 on June 16, 2007, your EDP will allow any order you make until August 31, 2007 to be 50%! Even if that order is \$20. You'll get it for \$10!
- But, you are only eligible for the EDP as long as you maintain an active status.

The Company

- Mary Kay®, Inc.

Sales Unit (i.e. our Unit, the Unit, etc.)

- As your Director, I manage a "Unit" of consultants. My responsibility is to train, guide and mentor each consultant to achieve a successful career as an Independent Beauty Consultant.

Sales Area

- The Mary Kay® sales force is divided into "Areas" of Units. This Area is managed by a National Sales Director with a goal to motivate and mentor the Sales Directors to achieve and maintain a growing unit of selling consultants.

60/40 Split

- From every sale you make, 60% should be reinvested in your business and 40% deposited into your personal account to use however you like (buy clothes, pay bills, etc.).

Profit Level

- A level, determined by you, where you feel comfortable with the amount of product you have available to service your customers. Once you reach this level, you can then begin to take profit from your sales.
- I suggest that \$7,200 in retail on your shelf is the perfect profit level amount.
- If you have maintained your EDP, this means you have ordered \$3,600 in WHOLESale and have received \$7,200 in retail to sell to your customers.





Record Keeping

Keeping good records will keep you on top of your business and will prepare you for tax time and help with your cashflow. These forms will help you to keep information up to date and ready to use. From expenses to income producing activities, you'll find these forms and many others online at www.MaryKayIntouch.com.

[From the main page, select](#)
Education
Business Basics
Time & Office Management



[Weekly Accomplishment Sheet:](#)

- There are many promotions going on from the Company, our National Area and our unit. I want you to reap all the benefits of those promotions and earn rewards for doing what you should do anyway! The only way I can know how to reward you is based upon what you submit on your W.A.S.
- Because recognition is provided weekly, you'll need to turn in your W.A.S. **every week** at our Success Meeting or mail them to me at the address on the front of this packet. Or you can enter them online using the Intouch website. From the main page, select **Business Tools**, **Weekly Accomplishment Sheets**, and then select **Enter Weekly Accomplishments**.

[Expense Tracking Form for Consultants:](#)

- To properly determine your profit, every expense must be tracked and deducted from the total sales amount.
- Expenses such as phone calls, meals, supplies (Section 2 items, for example) and many others need to be accurately tracked not only to know your actual profit, but to help in tax preparation.

[Income Producing Activities Tracking Sheet for Consultants:](#)

- Based upon the amount of time you want to invest in your business, there are certain activities which will help your sales and sharing goals.
- This sheet helps you keep track of those activities so that your time is not spent doing things that will not help your sales or advance your career.

[Business Tracking Register:](#)

- This register is used to track the amount of money you'll take from a retail sale to use for reordering product, purchasing more sales tools (brochures, hostess gifts, etc.) and then, ultimately, your own profit.
- Once a sale is made, a certain percentage should be set aside for each item. For example: With total weekly sales of \$200, **50% (\$100)** should be used to reorder product, **10% (\$20)** is set aside to purchase more business supplies, and **40% (\$80)** is your profit.



The Career Ladder

	Rewards	Guidelines	Commission Earned
Beauty Consultant	<ul style="list-style-type: none"> Mary Kay® pin Applause® magazine Eligible to attend Seminar and Career Conference Eligible to qualify for quarterly Star Consultant recognition and prizes 	<ul style="list-style-type: none"> Active in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months 	0%
Senior Consultant	<ul style="list-style-type: none"> Beauty Consultant Rewards Senior Consultant pin enhancer (<i>with 1 active personal team member</i>) Once there are 2 active team members, eligible to order the Red Jacket 	<ul style="list-style-type: none"> Maintains an Active status Has 1 - 2 active personal team members 	4% of the wholesale orders of your team members
Star Recruiter	<ul style="list-style-type: none"> Beauty Consultant Rewards Star Recruiter pin enhancer Eligible to wear the Red Jacket Can get special invitations to Star Recruiter only events and recognition 	<ul style="list-style-type: none"> Maintains an Active status Has 3 - 4 active personal team members \$50 Team Building Bonus 	4% of the wholesale orders of your team members
Team Leader	<ul style="list-style-type: none"> Beauty Consultant Rewards Team Leader pin enhancer Eligible to go on-target to earn the use of a Career Car Can get special invitations to Team Leader only events and recognition 	<ul style="list-style-type: none"> Maintains an Active status Has 5 - 7 active personal team members \$50 Team Building Bonus 	9% of the wholesale orders of your team members. Earn 13% when 5 of your team members AND you order \$600 in a calendar month
Future Director	<ul style="list-style-type: none"> Beauty Consultant Rewards Future Director pin enhancer Wear the Future Director Scarf Eligible to go on-target to earn the use of a Career Car Can submit the DIQ form 	<ul style="list-style-type: none"> Maintains an Active status Has 8+ active personal team members \$50 Team Building Bonus 	9% or 13% of the wholesale orders of your team members
Director in Qualification	<ul style="list-style-type: none"> Beauty Consultant Rewards Wear the Future Director Scarf Eligible to go on-target to earn the use of a Career Car 	<ul style="list-style-type: none"> Maintains an Active status Has 8+ active personal team members \$50 Team Building Bonus <p>Many other requirements are needed to reach the ultimate level of Director. See more details in the Advance Brochure.</p>	9% or 13% of the wholesale orders of your team members



Earn the use of a **Consultant Career Car** at the Team Leader Level



Pontiac Vibe or G6

Once at the Director Level, earn a **Director Career Car**



Saturn Vue



Saturn Aura



Cadillac



Inventory Options

Now that you have made the decision to embark on your Mary Kay career, the most important decision you will make is how much inventory you will order—or even if you have inventory available. That choice is left strictly up to you. There is no requirement that you start with inventory.

Included in your Starter Kit is the Ready, Set, Sell Inventory Option for New Consultants Brochure. This brochure gives you sample scenarios of how much bonus product you will receive based upon the amount of your first inventory order.

Since it is the most important business decision you will make in your new business, here are some facts for you to consider. If you treat your business like a business, it will pay you like a business. If you treat your business like a hobby (and inventory like a hobby), it will pay you like a hobby.



The vast majority of Consultants have an inventory available and here are some of the reasons why:

CUSTOMERS WILL BUY MORE WHEN THEY CAN “TAKE IT HOME NOW”!

- Having inventory on hand means your customers don't have to wait for you to order and then deliver.

YOUR TIME IS VERY VALUABLE.

- Having inventory on hand means you don't have to spend valuable time delivery the initial product order. Your time can be spent in building customer relationships and team building.

YOU ARE IN BUSINESS TO MAKE MONEY!

- Any business requires an adequate supply of product in order to service customers.
- You can choose to make money from your very first class by starting with a profit level inventory or you can choose to start with a smaller inventory and re-investing your profits until your inventory is at a profit level, it's your choice!

YOUR INVENTORY IS A “NO RISK” INVESTMENT.

- The Company has a 90% buy-back guarantee. If you choose to leave the business, the Company will buy back your inventory at 90% of what you paid for it.

When deciding about the amount of inventory you will begin with, make sure to take into account how many customers you plan to service. In addition, figure out how much profit you want to make. Then you can determine the amount of inventory that will be right for you.

How Much Time Will You Spend On Your Business?

Depending upon how much you want to work, the amount of inventory to order should be sufficient to service the customers.

The average skin care class:

- Averages \$300 (profit = \$150)
- Has at least 3 guests (including the hostess)
- Lasts 1-2 hours

The average facial

- Averages \$100 (profit = \$50)
- Has 1 or 2 guests
- Lasts 45 minutes to 1 hour



Inventory Options

What are Your Plans for Classes and Facials (per month)?

Number of Classes Per Month (3+)

- 1 (\$300 in sales = \$150 your profit)
- 2 (\$600 in sales = \$300 your profit)
- 3 (\$900 in sales = \$450 your profit)
- 4 (\$1,200 in sales = \$600 your profit)

Number of Facials Per Month (1-2)

- 1 (\$100 in sales = \$50 your profit)
- 2 (\$200 in sales = \$100 your profit)
- 3 (\$300 in sales = \$150 your profit)
- 4 (\$400 in sales = \$200 your profit)

Answer this question:

I plan on conducting _____ classes and _____ facials a month

Based on That, How Much Inventory Do You Need?

You need to have on your shelf, ready to deliver, the amount of product you plan to sell based upon classes and facials. Refer to the Inventory Options for New Consultants found in your Starter Kit and go through each package highlighting the number of faces each will cover. (With product on the shelf, time management is **EFFICIENT** and **CASH FLOW** is **IMMEDIATE!!!**)

Answer this question:

Based on my projected # of classes and facials monthly, I will need to invest . . .

- ___ \$3,600
- ___ \$2,400
- ___ \$1,200
- ___ \$3,000
- ___ \$1,800
- ___ \$600

Plans for Success

Getting your business off to a **PERFECT START** or **POWER START** just makes good sense! Whether you intend your business to be just a hobby, a part-time job, or a full-time career, I know you want to be the best, most professional Consultant you can be. That's why Mary Kay has designed the following programs. If you will follow it to the letter, you will reap the benefits in increased confidence in yourself as a Consultant, as well as initial sales and future bookings to keep your business moving beyond your current range of friends and acquaintances. Choose which "**START**" you would prefer based on your time available.

PERFECT START BUSINESS PLAN

\$600-\$1800 wholesale order

- Hold 10 skin care classes in 15 days
- Establish 20 new customers
- Introduce 5 new people to the Mary Kay career
- Order \$600 wholesale, sell at \$1,200 retail



A Perfect Start Achiever earns the contemporary Perfect Start Pin.

POWER START BUSINESS PLAN

\$1800-\$3600 wholesale order

- Hold 20 skin care classes in 30 days
- Establish 40 new customers
- Introduce 10 people to the Mary Kay career
- Order \$1,800 wholesale, sell at \$3,600 retail



A Power Start Achiever earns the dazzling Power Start Pin.

So far you have accomplished these tasks

- Decided how many classes and facials you will conduct.
- Determined the amount of inventory you will need to service your anticipated customers.
- Contacted me at [630-975-9142](tel:630-975-9142) or email at tesposito1@marykay.com to let me know your



Paying for Your Inventory

It is important to remember from the very beginning that you are starting your own business and inventory is one of the key components for success in our business. Can you imagine the difficulty of a retail store opening for business with little or no inventory, versus the same store opening with a full inventory?

Your First Question: Borrowing

LOANS!

Many bankers are more than willing to make a loan to a good stable woman, regardless of age, than to a man, as women have a better repayment record. It is important to remember that you have security in your inventory because the Company offers a 90% inventory buy-back guarantee in the first year that you can use to repay the loan if you decide to discontinue your business.

Your Second Question: Interest Rates

% INTEREST %

Are they too high? Should I wait for lower rates? Should I only order a minimum amount? You shouldn't let those ideas bother you, because you are not borrowing that much, and it is only for a short term, AND the interest on a business loan is tax-deductible! Do you realize that there is only about a \$30 difference between borrowing \$3,000 at 18% versus 14%? Do you realize that if you borrow \$600 at 18% versus borrowing \$3,000, that the payment is only about \$90 a month more? *Most importantly*, do you realize that you will be profiting 40% after expenses? You will still be making a 22% profit even after your interest payments!! A loan for inventory is an investment, *not* a debt!! Which would you rather do: go to a store, see what you like and buy it immediately; or have to wait while what you want is ordered and then delivered? That type of "start-stop" is what

happens to Consultants when they don't have adequate product on hand for immediate delivery. If you don't have the product, you will lose many sales, and spend many additional hours ordering, reselling, collecting money, and delivering. Time and money are what we are trying to save in order to make as much profit per customer hour as possible. You really need a minimum of \$3,000 wholesale (\$6,000 retail) in inventory to put your business on a profit-making basis. "You cannot sell from an empty wagon!"

Your Third Question: Can I Pay It Off?

DEBT!

The average conservative total sales from Skin Care Classes by New Consultants equal \$150.00. That means you will make about \$60 profit on each class after expenses. But keep in mind that after 30 days, the reorders from those customers begin, and your profit increases because you have already done the "leg work" to acquire the new customers. Also, remember, that the more you order, the more FREE product you earn, and FREE product is 100% profit!! (Not only do you NOT earn free product with minimum orders, but you must order more frequently, increasing your business costs.) If you only hold two skin care classes a week, you can pay your loan payment and still make a profit!! And, when you have product on your shelf, you already have what you need to service your customers for their reorders without incurring additional expense.

Investing in profit-level inventory is vital to building a strong and growing business. Make a decision today to start your business at profit level, or with the minimum recommended basic inventory level and grow to profit level in your first 90 days. Keep your inventory up-to-date and plan for your future needs. Work your business the "right way", work closely with your Director, and watch your profits soar!!



Your First Customers

Who will you get to help you begin your business? Your friends and family, of course! Who else would be willing to help you have a successful start?

Think of everyone you know that needs skin care or glamour and that you think may be willing to host a class or have a facial with you. When you have completed this list, let me know!

1. _____
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50. _____



Business Debut



You are having a “Ribbon Cutting” to officially begin your business. You need to schedule and hold a debut for your friends and family within 2 weeks of receiving your product. **Use the list made of your first customers for people to invite.**

Your business debut has 2 purposes

1. To obtain immediate sales from the inventory you purchased.
2. To schedule classes and facials to build your customer base.

I am available for you to help plan your debut. **PLEASE** let me help this event be a success! Contact me by email at tesposito1@marykay.com or call **630-975-9142** if you need help with any of the details!

This is what you need to decide:

The debut date

- Choose a date that the majority of the guests can attend.
- For instance, having your debut on a Thursday night might be better than a Wednesday night .

What date have you chosen for the debut? _____

If you choose a weekday, set the start time between 6:30 and 7:00 to give your guests time to arrive from work!

The debut location

- You’ll want a location that can hold at least 25 people.
- Make sure to have a facility with a sink to do the Satin Hands application.

What location have you chosen for the debut? _____

*Let ME know the date and time so I can coordinate it with my schedule!
(If you are working with an Adopted Director, please let her know)*

Refreshments: Don’t go overboard! Chips, nuts/mints, etc. along with water or soft drinks will be sufficient.

You will need these items for your debut:

Make sure to gather them now, and put them aside so this task can be out of the way!

- Select a group of products that you can display on a table to show the wide range of the product line. (Skin care, glamour, body care, nail care, fragrance)
- Set aside one Satin Hands Pampering Set to be used as a demonstrator for the guests.
- Gather your supplies: Sales tickets, datebook, customer profiles, product bags, pen, calculator, money bag with change, hostess packets, Beauty Books, door prizes and the most recent *The Look* brochure.
- I or your recruiter will help you finalize all the details, so don’t worry. You will be great!

- **On the next page you will find your Debut Postcards!**
- **Make copies and prepare to mail to the people on the “Your Customers List”.**

Please join me for my

Business Debut

As a Mary Kay Beauty Consultant

I'm looking forward to seeing you.
There will be a special pampering
beauty treatment.
Bring a friend and receive a
special, special gift from me!

Date: _____
Time: _____
Place: _____
Presented by: _____
RSVP to: _____
(phone) _____

Please join me for my

Business Debut

As a Mary Kay Beauty Consultant

I'm looking forward to seeing you.
There will be a special pampering
beauty treatment.
Bring a friend and receive a
special, special gift from me!

Date: _____
Time: _____
Place: _____
Presented by: _____
RSVP to: _____
(phone) _____



Business Debut

So far you have accomplished these tasks

- Selected the date and location for the debut.
- Made enough copies of the invitation for the number of guests invited.

Two to three days before the debut, call the guests using the dialogue below:

Hi, _____, this is _____. Do you have just a minute? I'm calling to make sure you received the invitation I sent for the business debut I am having to start my business. (Wait for response.)

It's casual and won't last too long. I'll be cutting the ribbon on my new business, and I'd really like to share the excitement with you. May I reserve a spot for you? (Wait for response.)

(If yes) Great. I'll see you then! And please feel free to bring a friend, if you'd like.

(If no) If your plans change and you're able to stop by, I'd love to see you there. Either way, I'd like to meet with you soon to share with you the benefits of the Mary Kay products and services I have to offer. Would Wednesday or Thursday be better for you next week?

In preparation for your debut, there are some things you'll need to do. Below is an Agenda sheet you should copy and keep handy for the event.

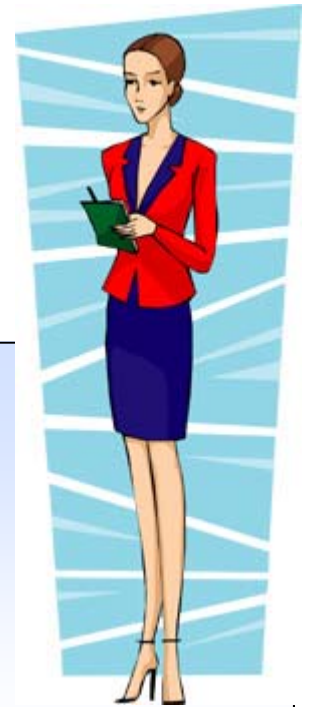
- As guests arrive, let them experience the Satin Hands products.
- Ask guests to fill out a customer profile. Use the customer profiles to hold a drawing for a door prize at the end of the debut.
- Welcome everyone and thank them for coming.
- Ask guests to introduce themselves, tell how long they have known you and what their relationship is to you. (If you have a large attendance, pick just a few!)
- Tell your I-story. (See the next page for a sample I-Story to help you develop your own.)
- Use your display to explain the product line.
- Share your **Perfect Start** or **Power Start** goal. Let everyone know that you need to schedule appointments. Make sure your guests know they will be under no obligation to make a purchase.
- Close with a heartfelt **THANK YOU!**
- Hold a drawing for door prizes.
- Hand out Beauty Books and invite guests to look at the products and schedule skin care classes, facials, collection previews or *On The Go* appointments. Give a hostess packet to each guest who books a class.
- If you have a Personal Web site, be sure your web site address is included on all literature.



How to Develop Your I-Story

You have chosen to embark on a wonderful career! And your story is worth sharing with your customers so they will know why you are doing what you are doing. The purpose of the I-Story is to share **YOUR** reasons for becoming a Consultant so others can see that it is something they can do too.

Memorize this format for now and as you become more comfortable as a Consultant, you will eventually come up with a story that you'll be able to say with no effort. Here's a sample that you can use as your own.



You're probably wondering how I began my career with Mary Kay®.

I've been in this business . . . (**Based upon how long you have been a Consultant, put a time milestone in your statement, like "I've been in this business for almost a month, or just shy of 6 months", etc.)**)

I am or was (**use your reason -- example: a school teacher and decided to have some extra income; at home with my children and wanted a breather, etc.)**)

I love the fact that I can work part-time for full-time pay. I love the flexible hours and all the new friends that I can meet—either as my customers or other Consultants. It's such a fun way to make money and help others feel good about themselves. I'm looking forward to moving into middle management. You don't have to wait for someone to say it's time for you to move up—you can promote yourself. I'm looking forward to earning a beautiful new car and they even help pay the insurance. I'm looking forward to becoming a Director—that's the management level where you can earn the pink cars, diamonds, trips, etc.

I don't know whether you have ever considered something like this. If you have we can talk at the individual consultation. If not, you can be my talent scout. I give \$40 in free product when you recommend somebody to me and they are accepted by the Company. Mary Kay Ash says that at every skin care class there are 1 or 2 people who would be good doing what I do, after training. I already have a couple of you in mind and we can talk at the individual consultation.

Use your I-Story at a facial too—(eliminating the last sentence). **DO IT—IT WORKS!**

For your I-Story, make sure to incorporate these facts somewhere in your statement:

- How long you have been a Consultant.
- Your current occupation (yes, being an at-home Mom is an occupation)!
- Why you became a Consultant.
- What you want to get out of the Mary Kay® career (new car, extra income, develop leadership skills, etc.).
- What career level you want to reach (Sr. Consultant, Star Recruiter, Team Leader, Sales Director, National Sales Director).
- Email a copy of your I-story to tesposito1@marykay.com. I'm excited to see how you're coming along with it!



Booking Your First 8 Classes



Select **8 time periods** during the next two weeks when it would be possible for you to hold a class. Highlight those dates in your datebook so you are organized when you sit down to make your calls.

Your **goal** is to schedule **8 classes** so you can practice your presentation and begin to build your portfolio. Because women are so busy, it is important to get **8 solid appointments** at the beginning, so even if 2 or 3 postpone, you will still get a good start. From these first 8 classes, you will book more classes.

DON'T SETTLE FOR FEWER THAN 8 TO START. KEEP CALLING UNTIL YOU HAVE 8.

1. Use the **First Customer** list you created of the people you ask to have a facial.
2. Set aside 2 hours to sit down and call the list.
3. Remember not to schedule a class on your meeting night, unless you are bringing them there!
4. Always speak in a quick, clear and enthusiastic manner. Remember, you are offering them something valuable: a **COMPLIMENTARY** facial! Call **630-975-9142** or email **tesposito1@marykay.com** and let me know your progress!

Hi, _____! This is _____. I'm so excited about my new business with Mary Kay® and I'm calling for your encouragement, **not discouragement**. I'm calling to borrow your face. I must do 15 practice faces in my first two weeks. Can I count on you?

When we get together for your appointment, is there any reason why you couldn't share it with 3 or 4 of your friends? Maybe your mother, your sister, your aunt, etc.? I'd like to offer you a special gift for your efforts. It's my way of saying thank you for sharing Mary Kay® products with your friends. Everyone will receive a complimentary facial, but you will get special attention for being so dependable.

- Practice this script until you feel comfortable with it. As long as you have the basic message, you can add your own personality based on each person.
- Also practice overcoming objections, because some may not respond positively right away. Ask me for great scripts you can use.
- Also when you call, be dressed up, have your make-up on, your hair groomed, and call in front of a mirror with a big smile.

When your prospective hostess gives you a positive response, that is the time to set the date. She might say she'd like to check with her friends for interest or the best time and call you back. You can say:

I knew I could count on you! And I know how full your schedule is! Let's do this. Grab your calendar and let's choose a tentative date that works for you and me. Then see if it also works for your friends. That way, you'll only need to call me back if we must change the date.

- What's best for you, day or evening?
- Do you prefer the week of the [fill in the week] or the week of the [fill in the week]?
- OK, during that week I have [fill in the day] or [fill in the day], which would you prefer?

Let me know when you have your 8 classes booked! I'm excited and can't wait to hear from you!

Print and send the post card on the next page to your hostess immediately after you book the skin care class. Then follow up with some coaching. (Use the blank space on the post card to sign your name and provide your phone number.)



I am So Excited . . .

to share all I have learned about
Skin Care and Makeup Artistry!

I've reserved _____ at _____
especially for you and your friends! I know I can count on you.

*P.S. If someone cannot attend but wants to place an order or
set an appointment to help you earn more hostess points, that's
great! I'll get some brochures to you before your date!*



I am So Excited . . .

to share all I have learned about
Skin Care and Makeup Artistry!

I've reserved _____ at _____
especially for you and your friends! I know I can count on you.

*P.S. If someone cannot attend but wants to place an order or
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*P.S. If someone cannot attend but wants to place an order or
set an appointment to help you earn more hostess points, that's
great! I'll get some brochures to you before your date!*



Hostess Packet

Every hostess needs a packet of information to know what she needs to do for a successful class. The hostess packet should be a 9x12 envelope so you look organized! Pre-make these packets in sets of 10 so you are always ready to book.

Give the packet to the hostess as soon as possible so she can get started!

Include this in the packet:

- 2 Beauty Books (remember to attach your address sticker!)
- 3 Sales Slips
- Recruiting Brochure (you can order a variety from the company)
- Here's How Simple It Is To Have a Great Class (see next page)



6 Opportunities to Coach

Because your hostess and her guests are your best prospects for building a team, you need to take every advantage before the class to coach your hostess. These coaching opportunities can eliminate cancelled classes and help to keep your hostess and guests enthusiastic about attending.

Opportunity 1 - Confirmation Postcard

- This should be sent out the day after you have booked the class. It is a confirmation of her class date, time and the date when you'll be calling her to get the guest list.

Opportunity 2 - In the Hostess Packet

- Because the hostess packet has the sheet for "Here's How Simple It Is To Have a Great Class", the hostess has an opportunity to see in print what she needs to do to have a successful class.

Opportunity 3 - Reminder Postcard

- This should be sent a few days before the class. It is a reminder of her class date and time.

Opportunity 4 - On the Phone

- When you call to get her guest list and to remind her to get outside orders. This phone call should be done within 2 days after booking the class.

Opportunity 5 - Before the Class

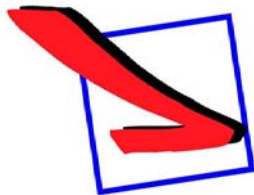
- When you arrive at her house, you can get her **Wish List** of the hostess gift she'd like to earn.

Opportunity 6 - At the Skin Care Class

- Your goal is to excite and enthuse your hostess. Keep it simple . . . don't overwhelm her! Remember that a class is fun **AND** simple. Don't make it look hard and complicated!

On the next page you will find the **Confirmation** and **Reminder** postcards. Print and mail at the appropriate intervals listed above.

In addition, there's a half sheet to print and include in the Hostess Packet. It would be nice to print this sheet in a bright color (like pink or yellow)!



Just a Quick Note To Confirm Your Skin Care Class!

Dear: _____

I'm so excited about your class on _____ at _____!
I know you are going to be a great hostess! I'll be calling you to
get your guest list on _____ at _____. Don't forget to
get outside orders because they will count towards your total
sales.

Talk to you soon,



Just a Quick Note To Remind You About Your Skin Care Class!

Dear: _____

Just a reminder that I will be at your house on _____
around _____ to set up for your class.

I'm looking forward to helping you have a successful event for
you and your guests!

See you there,

Here's How Simple It Is To Have a Great Class!

Invite 8-10 women—adult, non-Mary Kay® users who, like you, value their appearance and looking good. When you call to invite them, this is what to say:

I am excited to call you because I am having a skin care and basic glamour workshop on _____ (date) at _____ (time). You're going to get a free facial. We're going to pamper ourselves and learn the latest in skin care and make-up artistry — and of course have a lot of fun, but it is by reservation only. I can only have 5 friends, so if you can't come, I need to know now so that I can invite someone else in your place.

That's all you need to do. Remember, invite 8-10 people to ensure at least 5 guests!

Here's what you need to remember:

1. I'll be calling you a few days before the class to get guest names and numbers so I can call each one to find out their skin type.

2. I will be there **20 or 30** minutes early to set up for the class.
3. Keep the refreshments simple. (Chips are fine which you can serve after the conclusion of the class).
4. Hand out Beauty Books to get orders from friends, relatives and co-workers who cannot attend the class. (This will count toward your hostess credit).
5. Think of at least 2 women who would make a great hostess (whether attending the class or not). You will receive additional hostess credit if she books her own class.
6. Be thinking of women who might need more \$\$\$ and would be good teaching skin care. If they are accepted by our Company, I will reward you with \$40 free Mary Kay® products for the referral.

Thanks for treating your friends to this great makeover!!!



Get Your Hostess Excited

Your hostess will have a great class when she is excited about all she can earn (see next page for information on the Hostess Gift Program). Remember, everyone always wants to know: “What’s in it for me?” Get your hostess involved. The first step is to deliver the hostess packet.

1. **Call the hostess** and ask to stop by for a few minutes to give her things she needs for the class (or if you book her the night of the class, give it to her then). If you are delivering the packet, don’t stay too long! Quickly explain the content to her, stressing hostess points and outside orders.
2. Take out the item “**Here’s How Simple It Is To Have a Great Class!**” insert, and . . .
 - Have her write in the date and time that onto her own calendar.
 - Have her circle the numbers 8-10. This is for her to remember to invite 8 to 10 people.
 - Have her circle the words “**reservation only**”. Then tell her to be sure to read the script and say it just like it is.
3. **Pep Her UP!** Get her excited about inviting her friends over and about earning hostess points. Be sure and point out that bookings from her class will boost her hostess points tremendously.
4. **Stress Commitment.** Let her know this is a business with you and that you won’t let her down so she shouldn’t let you down. Remember, you are the “coach”. It’s your ballgame.
5. **Require a Guest List.** Tell her you will be calling her guests about 3 days before the class to get their profile and will send a confirmation to each guest. Mention that you will be calling her in 2 days to get the guest list.
6. **Encourage Outside Orders.** Give her some sales tickets and tell her you will draw a name from those orders for a prize. Be sure to stress that outside orders give her additional hostess points.
7. Find out what she wants as her **hostess gift**. This will give her a goal. Tell her you will do everything you can do to help her get what she wants with her hostess points. Be sincere!



For some people, this is a hobby, but for me this is a career, and I’ll be there rain or shine. If there is an emergency, I’ll have someone as good as, or better than, I am here to take my place. Can I count on you to do the same? You see, if you should call and say your class is postponed, for me it is like losing a half day’s work! So, do we have a deal?! (Handshake)

A few days before the class, call the hostess to follow-up and coach again!

1. Explain hostess points once more and find out/confirm what she would like to earn. Please remember to help your hostess get what she wants because in doing so, you will get what you want!
2. Tell her that you will be calling her guests to pre-profile them, but wanted to know who she feels would schedule a class in order for her to receive additional points. Say . . .

_____, you know which of your friends would be willing to have a class much more so than I ever would; why not work this out with your friends before we begin the class so that we can ensure your additional points.

3. Check on outside orders. Remind her that they will be to her advantage.
4. Be excited. Let her know you can’t wait to help her earn what she wants.



Hostess Gift Program

As an Independent Beauty Consultant you are free to offer your hostess any item you feel is appropriate for her participation in your business success. When you participate in the Hostess Program, you can offer product discounts and beautiful hostess gifts (these change each quarter).



The Company offers hostess gifts for purchase on the Section 2 item list that you can give (prices vary) or you can purchase items from the Preferred Customer Program to give.

There are a lot of great programs around, here is one of the more popular ones:

\$75 for \$35

- You set a class sales goal and an attendance goal (for instance \$250 in sales with 3 guests)
- If those goals are met, your hostess can select \$75 worth of product from you and only pays \$35
- It only costs you \$37.50 for the product (50% of the cost of the wholesale \$75), and once the customer pays you \$35, your hostess “gift” only costs you \$2.50 (\$37.50 - \$35).

Whatever you decide, make sure to be wise in your spending. Most hostesses will be happy with an item from your inventory (fragrance, compact, etc.). Just work with her to decide what motivates her and then help her work to earn it.



Hostess Points

Instead of using class sales only as a hostess incentive (as above), you can choose to award points to your hostess. Here's a sample of a point system you can adopt. The concept is simple: The hostess earns points that she can use toward products or gifts from you.

For example: Let's say your hostess wants to get the Bella Belara™ Eau de Parfum. Since it is valued at \$34 (U.S. price), she can earn it by accumulating points. If she earns 200 points, she can choose any product in your line with a value up to \$50. So by earning 200 points, she can get the perfume since it's within that price range. For 300 points, the product value increases and so on.

Remember, this is just an example, you determine for yourself how you'll award points.

- **20** points for simply booking the class
- **20** points for holding the class on the scheduled date
- **75** points for sales of at least \$200
- **10** points for each \$10 increment after \$200
- **30** points for having 5 guests

- **30** points for each TimeWise® Set sold (Cleanser, Moisturizer and Foundation)
- **20** points for any guest who schedules her own class to be held within 2 weeks
- **100** points for that guest's class holding on the original date



Final Class Preparations

In preparation to have your first class, so far you have accomplished these tasks

- Provided the hostess with the hostess packet
- Given the hostess an opportunity to fill out areas on the **Here's How Simple It Is To Have a Great Class** packet insert (this will help her to be involved and enthusiastic)
- Mailed to the hostess the **Confirmation** postcard the day after you booked the class
- Addressed and made ready the **Reminder** postcard to be mailed a few days before the class
- Made a follow-up call to the hostess to coach again and to get her guest list

Now it is time to make the phone call to each guest. This step is VITAL, because it . . .

- **Ensures that the class will hold.** By talking with the guest in advance, she knows you are expecting her to be there unless there is an emergency. Also, since the hostess knows you have talked to her guests, she probably will not postpone or cancel unless there is an emergency.
- **Lets you know in advance** the skin profile of each guest so that you can bring the formulas and colors right for each one.
- **Allows you to set up** trays for each guest with their formulas. This saves lots of time if you are ready to begin when the guests arrive.
- **Gives you time to call** your recruiter or me for help or questions about the correct formula a guest should use.
- **Allows you to overcome any objection** a guest might have on the telephone — and not at the class.
- **Gives you an opportunity to learn** something about the guest in advance.
- **Lets her know that you are concerned** enough to call her prior to the class so that you can be better prepared to help her.

CALLING THE GUESTS TO FILL OUT THE PROFILE CARD TAKES VERY LITTLE TIME AND ENSURES THAT YOU WILL HAVE A GREAT CLASS!!

On the next page, you'll find a Pre-Profiling script to use when you call!

Use the space below to write any comments/notes you may have.



Pre-Profiling Script

A few days before the class (which is the same day you will call the hostess to follow-up), call each guest. **Have the profile card ready to fill out.**

Hi _____, this is _____. I'm the Beauty Consultant who will be conducting _____ (Hostess Name) skin care class next _____ (Date) at _____ (Time).

First I want to thank you for your interest in coming and if you have just a minute, I have a few questions to ask you about your skin type, so I can be better prepared to help you. Do you have a minute?

_____ have you ever had a Mary Kay® facial before? I need to find out your skin type.

1. Would you say your skin is dry, normal, oily or a combination?
2. How would you describe your skin tone: Ivory, Beige, Bronze or Ebony?
3. If you could change anything about your complexion, what would it be?
4. One more thing, what is your mailing address? I'd like to send you a confirmation note!

Be sure to also cover the following key points with her in your own words:

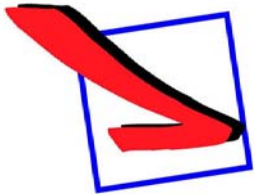
- The class will start on time and, if possible, could she be a little early.
- Reiterate the correct date and time.
- You will have a tray set up for her in advance with the formulas that are right for her skin type.
- She will give herself a facial under your direction and guidance so she will remember what she did and why.
- The class will last approximately 1 to 1-1/2 hours.
- You will have the products with you. She will not have to wait for delivery.
- The hostess has been limited to only inviting 5 guests so that you can give each one individual attention and that you know you can count on her (the guest) to be there. But if for any reason her schedule changes, would she please let the hostess know so she would have time to ask someone else to take her place.
- You are looking forward to meeting her. One of the things you've enjoyed most about your career is the opportunity to meet new people and make new friends.
- Tell her a little bit about what to expect.
 1. First, this will be unlike any in-home demonstration she has ever attended.
 2. It's not just another make-up party, but rather an educational program.
 3. Whether or not she ever decides to use the products (and she is certainly under no obligation to buy), hopefully, she will learn something about taking care of her particular skin type along with some make-up techniques she didn't know before she came.

NOTE: When you arrive at the class, bring the profiles with you and have the guest complete the profile in its entirety.

The same day you call each guest, put a Confirmation post card to them in the mail!

On the next page, you will find the Confirmation post card to mail to the guest.

Just a Quick Note To confirm your attendance



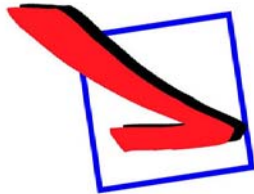
Dear: _____

I'm so excited about meeting you at the class on _____ at _____! I know you are going to enjoy the products and the time spent with your hostess and other guests learning skin care!

If you find you cannot make it, please contact your hostess as soon as you can so she can invite someone else to attend!

Talk to you soon,

Just a Quick Note To confirm your attendance



Dear: _____

I'm so excited about meeting you at the class on _____ at _____! I know you are going to enjoy the products and the time spent with your hostess and other guests learning skin care!

If you find you cannot make it, please contact your hostess as soon as you can so she can invite someone else to attend!

Talk to you soon,

So far you have accomplished these tasks

- Phoned each guest to pre-profile them
- Mailed Confirmation post card to each guest



Kitchen Coaching

It is the day of the class. This is your opportunity to **again coach your hostess** and lay the foundation for getting her interest in the opportunity.

1. Arrive approximately 30 minutes before the start of the class. This will give you time to go over last minute details with her and allow for set-up time.
2. Greet her with a smile and a compliment. Works every time!
3. Go over hostess points once more. You may prefer to have her items gift wrapped already if she has already expressed her preference. Let her know that you can't wait for her to get them. Check on outside orders. Make sure all the names, phone numbers and addresses are listed.
4. Personalize her facial. Let her select her glamour look from one of the Look Cards. She is the only person who will be doing glamour. This is a special treat for the hostess.
5. Take the opportunity for some subtle recruiting. Ask her to watch you tonight and see if she doesn't think she might like to do this too.
6. Set up quickly so that you are ready to greet guests when they arrive.
7. Take a deep breath. Here you go. **You're on you way to a great class!**



The Golden Rule

It is **NOT** the Mary Kay® way to sell to or recruit other Consultants' customers. But occasionally you might find yourself interacting with someone else's customer. Here are some scenarios and how you might handle them:



On the Face. When scheduling your hostess for a class, you discover that she already has a Consultant.

Suggestion: In the true go-give spirit, let her know that you honor sister Consultant relationships with their customers. Tell her you would like to be her Consultant, but it wouldn't be fair to your sister Consultant. Ask what products she is interested in, and tell her you will call her Consultant to let her know. Then call the Consultant and share the lead.



On the Go. You stop by a customer's office to drop off product and a co-worker is excited by what she sees and wants to buy as well. You may not think to ask if she already has a Consultant.

Suggestion: In hurried situations like On the Go selling, if you forget to ask if a potential customer already has a Consultant, be sure to follow up with a phone call after you get home.



Online. You hand out a business card to a new acquaintance, and she orders from your personal web site. In a follow-up conversation, you discover that she already has a Consultant.

Suggestion: In the future, before handing out your business card, ask questions such as, "Do you use Mary Kay® products?" "Do you have a Consultant?"



On With the Show. You're conducting a color preview or other large gathering and discover that someone attending the event already has a Consultant.

Suggestion: Let the customer purchase what she needs, but **do not** put her on your PCP list or invite her to other functions. In true go-give spirit, you might call her Consultant and let her know what happened and what products the customer ordered.



On Paper. Your customer passes **The Look** or a sweepstakes flier on to a friend. The friend goes to your website and places an order. When you follow-up you discover she already has a Consultant.

Suggestion: Let her know that you appreciate the business, but in the future it would be best if she purchased from her original Consultant because all Consultants are independent business-people. In true go-give spirit, you could call her Consultant and let her know what happened.

In Mary Kay® you have to know what heart is. The heart is the pulsating center that supplies the life force. In our Company, this force is the go-give spirit. The willingness to help one another. We are not just selling cosmetics -- we are touching lives. I hope you will practice the **Golden Rule** and make the go-give spirit an important part of your businesses. The best formula for success I know is to subtract hate, divide by Kindness and multiply with love. -- *Mary Kay Ash*



Sharing the Opportunity

Holding skin care classes and selling basic sets are the lifeline of your business! If you don't sell basics, your reorder business will not grow. If you don't book, then you won't have classes or facials and your business will not grow. If you don't offer the opportunity to your customers, then your business will not grow. The focus of the class or facial is **BASIC SKIN CARE!**

To build a team, however, the focus shifts from selling to sharing. But successful recruiting all hinges on your ability to convince prospective team members that **THEY TOO** can make money doing what you do.

At the class, use these proven techniques for gaining interest in the opportunity:

4 POINT RECRUITING PLAN

1. Ask the hostess . . .

Who's coming who might be good doing what I do—pause — Have you ever considered it? I think you'd be good at it." (This is done during Kitchen Coaching).

2. During the class, tell your **I-Story**

3. Offer an incentive to each guest for recruiting or referring someone as a possible recruit . . .

You may have considered doing this and we can talk at the individual Consultant or you may know of someone who you think may be good at doing this, after training. You can be my talent scout because I do give \$40 in free product if they are accepted by the Company (meaning they become a Consultant). Mary Kay Ash always says there are 1 or 2 people at each class who would be great doing what I do after training. I already have a couple of you in mind and we can talk at the individual consultation.

4. Choose your sparkler to use at the individual consultation with each guest . . .

- Have you ever considered doing something like this? **or**
- I can't believe you marked "no" on here — I'd think you'd be great! We have a couple of events coming up that I'd like you to be my guest, this Wednesday or next Monday, which would be better for you? Great, I'll pick you up at _____.

You now have everything you need to conduct your first skin care class!
There's just one more thing I need you to know . . .

You will be

AWESOME!

SUCCESS LOOKS GOOD ON YOU!