



NSD KATHY HELOU'S 30 MINUTE OR LESS "INNERVIEW –vs- INTERVIEW"

Begin with your brief 3-5 minute "I" story and what you love most about Mary Kay.

Ask her: "What do you like about your current job or situation?"

"If you could change anything...what would it be?"

>>>Here is where you LISTEN CLOSELY to be able to see her areas of dissatisfaction.

POINTS TO COVER

#1-OUR PROFIT

- We buy our products for \$1 and sell for \$2.
- Greatest commission paid in direct selling – and we get same commission on every item in the line... from the least expensive sponge tip to our most expensive item, the Day/Night Solution Set and all items in between. Mary Kay's gift to you is up to 50% profit...you don't have to earn that commission through time and service. From a new Consultant to a National Sales Director...we're all created equal when selling the product (SHOW BEAUTY BOOK). (Showing the beauty book eliminates her fear of a catalog book full of thousands of products and she then wonders "how can I learn it all?")

#2-REORDER INCOME

- We sell a consumable product! You use it up and cannot find it in a retail establishment only through YOU! Average customer will purchase 4 times a year; summer, winter, fall and spring. She spends \$30 to receive her "gift with purchase" through Mary Kay's Preferred Customer Program.
- As old as we get – our customers are aging at exactly the same rate...and the need for what we have to offer never decreases...always increases!

#3-RECESSION PROOF

- Product and business..women will always have a need for the products and for a Consultant.
- Three markets never suffer in a recession or depression: Alcohol * Tobacco * Cosmetics
- Women will always and forever buy moisturizers and lipsticks—even in downtimes because it lifts their self-esteem!

#4-UNIQUENESS IN STYLE OF RUNNING OUR BUSINESS

- Reorder Consultant: Personal Use; gift-giving savings
- Facials: 1-2 women
- Classes: 3-6 women

>>>*We can begin our business within our "comfort zone" and step out as we grow in knowledge and confidence*

#5-NO QUOTAS IN 3 AREAS:

- Meetings – our choice to attend or not
- Appointments we hold – our choice how many; if any!
- Retail sales – our choice

#6-NO TERRITORIES

- We can sell and recruit anywhere in the US; never lose what we start
- Mail/UPS products...Adoptee program (It's a catalog society)

#7-NOT A PYRAMID

- Our products only changes hands twice
WHOLESALE-from Mary Kay to Consultant
RETAIL-from Consultant to Customer

>>>*By eliminating "middle men" Mary Kay provides our wonderful profit level!*



#8-ONGOING, FREE TRAINING

- From Director...Success Meetings
- Career Essentials Training packet; video and audio tape program offered through the Company. It's affordable (minimum investment for maximum return!)

#9-NO CEILING ON OPPORTUNITY

- Design your own lifestyle; write your own paycheck in a Fortune 500 company!
- Advance at your own pace—recruiting is optional—4-13% Commission
- Mary Kay pays recruiting commissions directly to you on your recruit's 1st and all subsequent orders...not from recruit's 50% profit.
- Recruiting develops esprit de corps and promotes teamwork!

#10 IN BUSINESS FOR YOURSELF BUT NOT BY YOURSELF

- Women supporting women-what a novel idea!
(We don't compete with each other for prizes...no limit on cars earned, diamonds, trips, etc.)
- Golden Rule philosophy
- Positive attitude training
- Time management training
- Achieve life/work balance
- Goal setting

WHY DO IT NOW?

- Personal growth
- Develop new friendships
- Don't have to give up anything to try Mary Kay
- Full plate?...make Mary Kay your dessert!
- You'll never know if you don't try...
- Tax advantages to an in-home business
- Personal use and gift-giving savings all year long
- Ask yourself: "Where will I be 5 years from now?"

(If you always do what you've always done, you'll always be where you are right now!)

WHY WAIT? You could accumulate leads, acquire customers, begin building your network, learn the business in your spare time at your own pace.

PRESENTING THE AGREEMENT

(Nowhere does it say "Death Contract")

"In front of you is all you need to begin your Mary Kay business – It's an agreement between you and Mary Kay. You agree to buy this showcase and we agree to provide you with the tools and training techniques to achieve anything you desire. Within 7-10 days your showcase will arrive and we'll assemble it together. The case is \$100 + tax + shipping and handling charge and this Agreement does not bind you to any certain length of time – there's no annual membership fees (like Sam's Wholesale Club). Mary Kay only ask that we place one wholesale order of \$200 or greater to stay in her company – that could even be a personal use/gift giving purchase. To retain "active status", on current mailing lists, etc., you are required to place a minimum \$200 wholesale order once a quarter. (A seasonal order to simply stay current with fashion trends). If for some unforeseen reason, you decide Mary Kay is not for you...she provides you with a 90% buy-back guarantee to protect the integrity of her company's reputation. She retains you as a happy customer once again, instead of a disgruntled former Consultant with more products than she has use for.

Now, after all that you've heard, what excites you the most?

- On a scale of 1-10 with 10 being the highest...what's your interest level?
- What questions can I answer or what else can I tell you to get you to a 10?
- The only decision you have to make now is the most convenient way to purchase your beauty showcase? Cash, check, Mastercard, Visa or Discover.
- Inventory is referred to as "product on hand" and is covered thoroughly at orientation.

DON'T TRAIN WHEN PRESENTING THE MARKETING PLAN!

"But Who Would I Sell To?"

In addition to the obvious of your immediate family, in-laws, cousins, neighbors, friends, and work associates, What about the person...

- From your old job?
- From school or college?
- Because of your favorite sports or hobbies?
- Because of your children's activities?
- From your church?
- From municipal activities?
- Because you rent or own your own home?
- Because you have lived in other neighborhoods?
- Who sold your house?
- Who do you know through your husband or boyfriend?
- Who checks you through at the grocery store?
- At the cleaners? At the drugstore?
- Your doctor? OBGYN? Dentist? Attorney? Optometrist?
- Their secretaries and office staff?
- At your dentist's office?
- Who sells you your clothes? Your shoes?
- Who gives your children music lessons?
- Who waits on your table at your favorite restaurant?
- Who is the fashion and beauty editor of your local newspaper?
- Who cuts your hair?
- Who leads your PTA? Girl Scout Leader?
- Who bought the new house on your street?

- Who is your bank teller?
- Who is your florist?
- Who was the nurse that looked after you in the hospital?
- Who was the maid of honor?
- Who is the cleaning lady?
- Who is the nice woman you met while _____?
- While in line at the grocery store? Or at the bank?
- Who was the bride you saw pictured in the local newspaper?
- Who is your child's teacher?
- The secretary at his/her school?
- Who did you meet while on vacation?
- Who checked you in to the hotel/motel?
- Who sold you your glasses?
- Who fills your prescriptions?
- Who did you meet at the local businesswomen's luncheon?
- Who's behind the desk at your health club?
- Who served you the last time you were at the jewelry store?
- The last time you booked a vacation?
- The last time you bought a painting?
- Who gave you decorating advice?
- What woman did you read about in the business section who just got a big promotion?
- Who is the receptionist at your hair salon? Nail salon?

✂ WRITE DOWN 25 NAMES ✂

NO PRE-JUDGING! Only prerequisite: *She Must Have Skin!*

1	14
2	15
3	16
4	17
5	18
6	19
7	20
8	21
9	22
10	23
11	24
12	25
13	

Imagine the Possibilities!

\$1,099.50/Yr. of Commonly Used Products
X 25 Customers = \$27,487.50 / Yr.

\$13,743.75 = Gross Profit when ordered at 50%!
By servicing YOURSELF and your closest family
and friends!!!

HOW YOU CAN EARN \$\$\$ MONEY \$\$\$ IN MARY KAY!



Because you are an independent contractor, and the president of your company, you get to decide the ways in which you want to earn your income!

Below are the most common methods. Try them all or one(s) that best suit your lifestyle and/or personality.

* CATALOG ORDERS & SHOWS
* FACIALS (1-2 PEOPLE)
* 15 MINUTE "ON THE GO" DEMOS

* WEBSITE ORDERS
* PARTIES / CLASSES (3+ PEOPLE)
* TEAM BUILDING

* MK ROCK SHOWS
* RE-ORDERS
* ONLINE PARTIES

TYPES OF POSITIONS AVAILABLE IN OUR COMPANY

Level 1: **HOBBY CONSULTANT** (1-2 hours per week) Services her own family, friends, neighbors and co-workers. It is fun and a social outlet. May also earn extra income when sharing the business opportunity with other women. Attends New Consultant Training. Great tax deductions

EARNING POTENTIAL: \$50-\$200.00 PER WEEK

Level 2: **PART-TIME CONSULTANT** (4-10 hours per week) Holds 1 to 3 Parties / Facials each week. Services customers. Builds her team by sharing the business opportunity with other women. Attends weekly Success Meetings and Trainings. Great tax deductions.

EARNING POTENTIAL: \$100-\$400 PER WEEK

Level 3: **CAREER PATH CONSULTANT** (15-25 hours per week) Consistently holds 3 Parties and 3 Sharing appointments each week. Services customers. Earns quarterly prizes as a Star Consultant. Concentrates on building her team and developing her leadership qualities. Can earn company furnished car. **Grand Achievers** can now earn the use of the sporty **Chevy Malibu**, registration, taxes and 85% insurance paid for. Can choose to move up into Director position. Great tax deductions.

EARNING POTENTIAL: \$200-\$500 PER WEEK

Level 4: **SALES DIRECTOR** (25-40 hours per week) Holds Facials and Parties weekly. Services customers. Conducts weekly Success training classes and meetings. Concentrates on recruiting and building her unit. Orders \$600 or more wholesale each month. Earns quarterly prizes. Wears Mary Kay designer suit.

Premier Club Achievers and can earn her choice of **Chevy Equinox** or **Toyota Camry**
Cadillac Achievers can earn use of the **Cadillac CTS** or **Cadillac SRX**
Registration, taxes and 85% insurance paid for) Great tax deductions.

EARNING POTENTIAL: \$1,500 +++ PER MONTH

Level 5: **SENIOR SALES DIRECTOR**

Level 6: **ELITE EXECUTIVE SENIOR SALES DIRECTOR**

Level 7: **NATIONAL SALES DIRECTOR**

Advancement in Mary Kay is based on your own personal performance.

*Any of the above positions can be yours
when you are willing to do the work for it!!*

Thank you for your interest in the Mary Kay Business Opportunity.

I have been building my career with Mary Kay for 18 years and highly believe in not only the business opportunity but also in the products that we offer our clients.

Enclosed you will find some information concerning possibilities for income levels and the different positions available to you.

Mary Kay Cosmetic Inc. supports and contributes to research on cancers the specifically affect women. We are a company that supports and protects women and children against domestic violence.

Most Importantly, Mary Kay Embraces Values such as yours.

If you have any questions or need more information feel free to call.

Sincerely,

Talent Scout Certificate

Finder's Bonus

This certificate entitles _____
To a \$50 Shopping Spree in Mary Kay product as a thank you for your recommendation!

Redeemable with your Mary
Kay Beauty Consultant:

At Mary Kay, we choose not to advertise for the quality people that our company has been built upon. Instead, we rely on the recommendations of people we know who possess the qualities for which we look! YOUR recommendation means a great deal to me! When you DO recommend someone who goes to work for the company, then you may redeem this certificate as a THANK YOU for your support!

Talent Scout Certificate

Finder's Bonus

This certificate entitles _____
To a \$50 Shopping Spree in Mary Kay product as a thank you for your recommendation!

Redeemable with your Mary
Kay Beauty Consultant:

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Talent Scout Certificate

Finder's Bonus

This certificate entitles _____
To a \$50 Shopping Spree or 50% OFF all product orders for 3 Months

Redeemable with your Mary
Kay Beauty Consultant:

At Mary Kay, we choose not to advertise for the quality people that our company has been built upon. Instead, we rely on the recommendations of people we know who possess the qualities for which we look! YOUR recommendation means a great deal to me! When you DO recommend someone who goes to work for the company, then you may redeem this certificate as a THANK YOU for your support!

Woman of the New Millennium Profile

Name..... Date.....
 Address..... E-mail Address.....
 City..... State..... Zip Code.....
 Home Phone..... Work Phone.....
 Best time to call..... Marital Status.....
 Children?..... Ages.....
 My Current Occupation.....
 Age (check one) Under 25 years old Over 25 years old
 Independent Beauty Consultant Who Talked to Me

Mark "A" for "Best Describes Me" and "B" for "Second Choice":

..... Results-Oriented People-Oriented Family-Oriented Detail-Oriented
Quick decisions	Loves to talk	Loyal	Perfectionist
Likes to manage	Motivational	Slow to change	Serious
Likes power/authority	Enthusiastic	Security minded	Analytical
Values time	Likes recognition	Goes by the rules	Takes time to change

Is a home-based business right for you? Check all that apply to you.

- Would you like to run your own business?
- Would you like flexible hours?
- Would you like unlimited earnings potential?
- Would you like a career that fosters personal growth and development?
- Do you like to teach or help others?
- Do you manage your time well?
- Can you work directly with customers?
- Would you like to earn extra money while working your present job?
- Would you like to learn new skills and be more confident?
- Is working with a company that wants you to succeed important to you?

If you checked five or more, perhaps you should consider a home-based business like Mary Kay.

Work Profile

- What about your work do you:
 Like.....
 Dislike.....
- In today's business atmosphere do you feel job security is something to be concerned about?
 Yes No
- Over the next five years is career and financial advancement important to you?
 Yes No
- If you considered a home-based business would you choose part-time (10-15 hours/week) or full-time (16 hours or more per week)?
 Part Full
- I would like more information about the Mary Kay opportunity.
 Yes No