

Mary Kay First Steps To Success!
(New Consultant Checklist)

- 1) Make a list of 30-60 women with skin!
- 2) Log on to www.marykayintouch.com (your consultant website) and start your "First Steps" options
 - A. Establish your Mary Kay e-mail address (this cannot change, so pick something you like!)
 - B. Watch the First Steps Video on the home screen
 - C. Set up your own personal Mary Kay customer website (\$25/year)
 - D. Order your Business kit through MK Connections (\$39.95)
 - E. Sign up for ProPay credit card processing system (\$39.95/year)
- 3) Keep your business finances and personal finances SEPARATE from each other (basic business principle)
 - Open a separate checking and savings account (can be a personal accounts to avoid bank fees)
 - Open a separate expense account/credit card for business
 - If you need a banking relationship, talk to Rachell for recommendations
 - MK Chase Visa application is available through MK Connections (0% promo & cash back rewards)
- 4) Shadow Rachell or other unit members on 1-3 skin care classes so that you can see how to set up/run the class
- 5) Begin Your "8/5/3" Challenge and your "Power Start" (see attached tracking sheet)
 Book at least 8 to be held in the first 2 weeks so that 5 will hold. Track faces for Power Start!
- 6) Begin Your "Pearls Of Sharing" **Sharing** Challenge (see attached tracking sheet)
 First Listen to the Sharing Recording @ 605-475-4099 code 213518#
- 7) Attend weekly success meetings @ Pink Possibilities Place (professional attire = skirt or dress).
 Wednesdays from 6:30-8:30pm / 24824 SR 54 Lutz, FL.
 If you do not live in the Tampa Bay Area (or if Wednesday night is not good), don't worry! We will get you in contact with a Sales Director/meeting in your area so you can get plugged in!
- 8) Schedule a time with Rachell either on the phone or in person where we can spend about 45 minutes to go over questions and details together.
- 9) Review the "Ready, Set, Sell!" brochure
- 10) When your Starter Kit arrives, open it and HAVE FUN! Read through all materials... everything you need to know to begin is in your Starter Kit!

Contact Information

<p><u>Rachell Moodie</u> 813.503.9015 (cell) RMOODIE@marykay.com 26745 Affirmed Dr Wesley Chapel, FL 33544</p>	<p><u>Senior Sales Director</u> Didi Hardley 765-661-5303 (cell) 765-998-0017 (hm) dhardley@marykay.com Upland, IN</p>
<p><u>Local Adoptive Sales Director</u> Vicki Piccirilli 813-997-3560 vicpic@msn.com Wesley Chapel, FL www.empoweringyourvision.me</p>	<p><u>National Sales Director</u> Anita Garrett-Roe www.anitaleaders.com <u>Mary Kay Help Line</u> 1-800-272-9333</p>

Beat Your Box

- Made my list of 30-60 women I know with skin and emailed it to RMOODIE@marykay.com
- Filled out my Weekly Plan Template and chose my Mary Kay blocks and emailed it to RMOODIE@marykay.com
- Booked at least 8 classes to be held in the 2 weeks after my starter kit arrives
- Shadowed Rachell, my recruiter, or watched a skin care class at a meeting
- Listened to the recording and scheduled a time to meet with Rachell for Orientation

Complete this challenge before your Starter Kit arrives & you'll get:



MK Car Decal

My Weekly Plan Template

	SUN	MON	TUES	WEDS	THURS	FRI	SAT
6:00 am							
6:30							
7:00							
7:30							
8:00							
8:30							
9:00							
9:30							
10:00							
10:30							
11:00							
11:30							
12:00 pm							
12:30							
1:00							
1:30							
2:00							
2:30							
3:00							
3:30							
4:00							
4:30							
5:00							
5:30							
6:00 pm							
6:30							
7:00							
7:30							
8:00							
8:30							
9:00							
9:30							
10:00							

8 / 5 / 3 Challenge

Book 8 Parties

Hostess / Date Scheduled

1. _____
2. _____
3. _____
4. _____

Hostess / Date Scheduled

5. _____
6. _____
7. _____
8. _____

To Hold 5

Hostess / Date Held

1. _____
2. _____
3. _____
4. _____
5. _____

& Shadow 3

Can be with your Director, your recruiter, or at the training center

1. _____
2. _____
3. _____

Complete the challenge, turn in this sheet,
& travel in style with these
fabulous MK sunglasses!



The Only Booking Dialogue you'll ever need.....

"Hi _____ . This is _____ calling! Do you have a quick second?"

"I'm so excited about a decision I've made. I've decided to

- 1) build my own business with Mary Kay Cosmetics
- 2) raise money for the Mary Kay Ash Charitable foundation which supports research into the cancers that affect women
- 3) promote myself up to mid-management
- 4) blitz my business this week (month)
- 5) take my Director's challenge

What I need to do is:

- 1) get opinions from 15 women of my presentation and products over the next 2 weeks
- 2) hold 20 classes this month so I can reach my goal of \$_____ in donations
- 3) give information about the business of Mary Kay to the five sharpest women I know this week.

Is there any reason you could not:

- 1) let me borrow your face and your opinion? I'll have a great gift for you.
- 2) Allow me to pamper you and some friends with a hand treatment, a skin care analysis and a color consultation? I'll have a great gift for you, plus you can get free products
- 3) Get together with me later in the week over a coke or coffee and let me share the information with you? I'll have a nice gift for you for listening. It may be for you or it may not, but you have nothing to lose to listen.

When she says "yes," then immediately give her two choices of appointments... I have Tuesday night or Saturday morning available. Which works better for you?

Once you have scheduled a specific time, then add, "Janie, I also need the opinion of women I don't know. Is there any reason you couldn't include 2 or 2 women I don't know? In fact, there is a way for you to get free product by doing this!"

"Great, I will call you tomorrow and get the names and telephone numbers of your guests. I need to call them in person so that I can get advance information on their skin types and skin care needs."

Perfect Start



*Facial 15 customers
in 15 days*

Name/Phone/Date

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Power Start



*Facial 30 customers
in 30 days*

Name/Phone/Date

16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____

Pearls of Sharing

Sharing the Opportunity

1- Have them listen to the Marketing Call and complete a Follow-up Survey with Rachell!

Dial 605.475.4099, Access Code: 213518#

2- Invite them to a guest event or weekly meeting!



Earn Your Pearl Earrings!

Share the opportunity with 3 people in your two weeks.



Earn Your Pearl Bracelet!

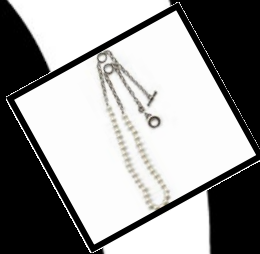
Share the opportunity with 6 people in your first month.

Name/Date/Number

1. _____
2. _____
3. _____

Name/Date/Number

4. _____
5. _____
6. _____



Earn Your Pearl Necklace!

Add 1 New Team Member

New Team Member

Name: _____

Phone: _____

Email: _____

Interview:

1. Tell me a little more about yourself (family, job, hobbies, etc)
2. What puts a smile on your face?
3. Tell me about a time when you felt successful. What did you like most about that?
4. If money and time were no object, what would your life look like in 1 year?
 - A. Where are you with achieving that?
 - B. If she doesn't know- give her a goal: If you can make an extra \$1000/month
 - C. What would you do with that extra money? Pay Bills? Which Bills first? Family Vaca?
 - D. The only way I know how to do that is MK and it wouldn't be that hard!
5. Based on what you heard on the call, what are 2 reasons that you would make a good MK consultant?
6. Did you learn anything that you didn't already know? Did anything surprise you?
7. What questions did the call bring up about the MK business opportunity?

**It sounds like you should be a MK Director/Consultant, and this is why:
8. On a scale of 1-10
 - A. If 6-9, ask why not 10, what information could I provide you with to get you to a 10?
 - B. If no money/time: "How comfortable are you with that?"
 - C. If no: who do you know that would make a great MK Consultant or Director?

I give a \$50 referral bonus for referring an active consultant

Fun Pak Instructions

Fun Pak Contents:

In a 9"x12" envelope put:

2 Look Books

5 "Outside Order forms"

Staple "FunPak" Sheet to
front of envelope

Directions:

Make 10 FunPaks

Select 10 Hostesses

Deliver all 10 FunPaks

Pick them up in 1 week
(set the date!)

Complete within your first
30 days and win your
Mary Kay money bag!



Name/Phone/Pick-Up Date

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

FunPak

Each line represents a purchase of \$20, when all lines are filled,
one lucky winner will receive a special gift valued at
\$30 or more!

The FunPak Hostess will receive a \$50 MK Shopping Spree!

1. _____ \$ _____
2. _____ \$ _____
3. _____ \$ _____
4. _____ \$ _____
5. _____ \$ _____
6. _____ \$ _____
7. _____ \$ _____
8. _____ \$ _____
9. _____ \$ _____
10. _____ \$ _____

11. _____ \$ _____
12. _____ \$ _____
13. _____ \$ _____
14. _____ \$ _____
15. _____ \$ _____
16. _____ \$ _____
17. _____ \$ _____
18. _____ \$ _____
19. _____ \$ _____
20. _____ \$ _____

Consultant info:

Name: _____
Phone: _____
Email: _____
Website: _____

Hostess Name: _____
Return Date: _____

Pay with cash, check, or credit card
(fill out on sales ticket completely)

Outside Order Form

Name: _____ Phone: _____

Products: _____

Total (inc 7% tax) _____ Cash _____ Check _____ Card _____

Name: _____ Phone: _____

Products: _____

Total (inc 7% tax) _____ Cash _____ Check _____ Card _____

Name: _____ Phone: _____

Products: _____

Total (inc 7% tax) _____ Cash _____ Check _____ Card _____

Name: _____ Phone: _____

Products: _____

Total (inc 7% tax) _____ Cash _____ Check _____ Card _____

****PRIZE PATROL CHECKLIST****

Keep track of your challenges and submit this form back to Rachell to redeem your prizes!

_____ I have completed the BEAT YOUR BOX challenge (list of faces, weekly plan template, book 8, shadow, listen to recording & schedule orientation) to receive my car decal!



_____ I have completed my 8/5/3 Challenge and my Power Start to receive my Mary Kay Sunglasses & Power Start Pin!!!



_____ I have earned my Pearls of Sharing Earrings by sharing the opportunity with 3 people within my first 2 wks!!



_____ I have earned my Pearls of Sharing bracelet by sharing the opportunity with 6 people in my first 30 days!!



_____ I have added my first new team member within my first 30 days to receive my pearl necklace!



_____ I have completed my Silver Wings training program on InTouch to receive my Mary Kay Business Card Holder!!



_____ I have chosen to place an initial "Star" inventory order within my first 7 days to receive my Datebook Cover!!!



_____ I have completed the "FunPak" Challenge within my first 30 days to receive my Mary Kay money bag!!

