

# CLASS 1

## IMAGE, ATTITUDE, AND VISION



### **You only have one chance to make a First Impression!**

*You will want your image to reflect that you are a Professional Beauty Consultant.*

*You are selling Skin Care and Cosmetics and will want to look the "part."*

### **What Does Your Image Say About You?**

Your image is one of your most important business assets.

Your professionalism ~ the way you conduct yourself and your business ~ is the key to the image you project.

1. Professional attire for all Mary Kay functions. For beauty consultants, this means black skirt or dress (professional-length), white shirt, black jacket, and close toed or peep toed shoes (no sandals).
2. **Be the BEST** you can be! Ask your hair stylist about a new hairstyle if yours needs updating. Keep your hands and nails manicured. Don't use slang (that your audience may not understand or makes you look unprofessional), smoke, or drink alcoholic beverages at any Mary Kay function.
3. Leave your problems at home. Your hostess doesn't need to know what went wrong today. Avoid drawing attention to yourself. Take the "you" out of your parties. You are there for your guests!

4. **Don't Criticize.** Refrain from blaming others or making derogatory remarks about other product lines.
5. Never make inaccurate claims or make promises on our products that are not true.
6. Disposable brushes and trays are used for sanitary reasons. Don't share or reuse them.
7. Arrive on time and don't stay too long! Be considerate of "time" for others.
8. Deliver all products immediately. Give your customers the best service possible.
9. Reward your Hostess with the products or gift she earned with her hostess credit immediately.
10. Honor the Mary Kay 100% Satisfaction Guarantee at all times.
11. **Stock your shelves to service your customers.** Plan ahead for your customer base. Don't buy products from other consultants or combine your order with that of another consultant. When you do, you cheat yourself and someone else. You could lose prizes, awards, recognition, active status.
12. Keep your starter kit and car as clean as possible.
13. **Remember the Golden Rule – Do Unto Others As You Would Have Them Do Unto You.** It will get you anywhere you dream!
14. Never call too early or too late unless you have been specifically requested to do so by a customer.

Homework: Find at least two ways to improve or enhance your new Mary Kay Image by your next Mary Kay Meeting.