

CONGRATULATIONS!

Dear Consultant:

Welcome to our Unit! We are so proud to have you as a member of Ellen's Empire of Elegant Ladies! As your Director, I stand ready to help you in any way to make your career as an independent Mary Kay Beauty Consultant both enjoyable and profitable.

You know, Mary Kay really is equal to the ambitions of American women. You can make your life more exciting, glamorous, full of action and travel. You'll meet new friends and earn extra income... the possibilities are boundless!

You will be rewarded in **direct proportion to the amount of effort you contribute**. Now, at the very beginning of your career, we suggest that you set a goal for yourself, achieve it, and experience for yourself the satisfaction that comes with attaining the goal. Consistency is the key to achieving your goals, of course. It is truly amazing how much one can accomplish through daily activity in one or more areas of business.

I can be of even more assistance to you if you will do one thing for me each week. Please complete your weekly accomplishment sheet. You can bring it to the sales meeting or submit it online at www.marykayintouch.com This accomplishment sheet is made available to you to assist in organizing your business and to enable me, as your director, to offer suggestions as to ways you can help your business grow.

Everyone in the Unit is looking forward to seeing you at our next success meeting!

In the meantime, please call me if I can be of any help to you in any way!

Sincerely,



Ellen Mitchell
Senior Sales Director
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BASIC INFORMATION FOR NEW CONSULTANTS

Mary Kay Cosmetics is an Elite Organization, We Stand out in the Business World. What makes our company different is the image of our sales force. From the Beauty Consultant to the National Sales Director position We stand out!

What Does Your Image Say About You?

1. Professional attire at all Mary Kay functions. Dress, skirt or suit with hose and closed toe shoes.
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, smoke, or drink alcoholic beverages at any Mary Kay functions. No children allowed at success meetings or skin care classes.
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 classes; be 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. Study the Look book for product descriptions to educate their customers at each selling appointment.
6. Disposable brushes and trays are used for sanitary reasons. Don't share or reuse them. Keep an ample amount of supplies on hand to hold Skin Care Classes and Facials.
7. Arrive on time, it is suggested to arrive 30 minutes prior to class. Be considerate of your hostesses time and her guests. Don't stay too long.
8. Deliver all products immediately. Give your customers the best service possible. This will create customer loyalty and longevity. **Remember the Golden Rule.**
9. Reward your Hostess with the special product or gift she earned with her hostess points immediately. I recommend that you not keep a party "open." Your hostess needs her rewards at the close of the class.
10. Honor the Mary Kay 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, and your active status.
12. Keep your showcase as clean as possible. Always clean your mirrors after each class and facial. Keep your Starter Kit "pre-packed" at all times.
13. Never call too early or too late unless you been specifically requested to do so by a customer.
14. If your car has a Mary Kay decal on it, drive it with courtesy and keep it clean.
15. Listen to the person speaking or video. Talking and whispering can disturb many others including guests. Thank you for not doing it during the any function.
16. Encourage and greet new guests at all events. Make everyone feel welcome.

17. **ATTITUDE:** Be positive and enthusiastic always. Crow about your accomplishments. Refrain from making negative comments. Add to your vocabulary the work GREAT! Attend all success meeting and special events regarding Mary Kay for your success. Read motivational books or listen to motivational tapes on a daily basis (Begin with your Consultants Guide or Skin Care Class DVD).
18. Make a goal poster or goal sheet of what you would like to accomplish in Mary Kay. Suggested goals for new Consultants complete your Power Start, Star Consultant, Sr. Consultant.
19. Never share obstacles or challenges with sister consultants; call your Director immediately if something is bothering you. Your Director is trained and qualified to assist you in the event obstacles or challenges come your way. Remember the more you talk about something bad, the worse it becomes! I am a phone call away 919-738-3225.

THINGS TO PURCHASE BEFORE YOUR FIRST SKIN CARE CLASS (THESE THINGS ARE NOT INCLUDED IN YOUR STARTER KIT)

1. Pencils or pens, enough for each guest
2. Money container (take change)
3. Placements (To protect your Hostesses table)
4. Cotton balls and square cotton pads
5. Q-Tips (optional)
6. Hair clips or hair bands
7. Plastic trash bag (for wet facial cloths and trash)
8. Business cards
9. Inventory to sell
10. Delivery bags
11. Calculator
12. Three ring binder
13. Sheet protectors

Your Mary Kay Business is an Appointment Based Business. If you are out of Appointments your are out of Business. Get started by making a list of every person you know. See the following list to complete. Once you've got your list start your engines booking with the following script!!

NEW CONSULTANT BOOKING DIALOGUE

Hi (her name), this is (your name)! Do you have a minute? Great! I'm so excited! I've just joined Mary Kay Cosmetics and as a part of my training, I need to get your opinion of our product after a quick free facial. We can do this alone or you can invite a few friends over and earn free gifts for yourself. Either way is fine with me. Would you rather have the private facial or earn free gifts by inviting a few friends? Great! Let's look at our calendars and decide when we can get together. I need to have my training finished by _____; so what looks good for you between now and then? (Then get off the phone and mail her a Hostess packet).

Hostess Packet Contents: (Keep 10 Hostess packets made up at all times)

1. Hostess Brochure
2. Look Books 2-3
3. Sales tickets 5-8
4. "The Tail of two Hostess" poem
5. Recruiting material.

Booking Challenge

1 point for a facial, 3 points for a class.

Your goal this week is to achieve 30 points.

Who Do You Know?

Make a list of your potential customers!
These are the people you will ask first!

<u>Name</u>	<u>Phone#</u>	<u>Name</u>	<u>Phone #</u>
1. _____	_____	26. _____	_____
2. _____	_____	27. _____	_____
3. _____	_____	28. _____	_____
4. _____	_____	28. _____	_____
5. _____	_____	30. _____	_____
6. _____	_____	31. _____	_____
7. _____	_____	32. _____	_____
8. _____	_____	33. _____	_____
9. _____	_____	34. _____	_____
10. _____	_____	35. _____	_____
11. _____	_____	36. _____	_____
12. _____	_____	37. _____	_____
13. _____	_____	38. _____	_____
14. _____	_____	39. _____	_____
15. _____	_____	40. _____	_____
16. _____	_____	41. _____	_____
17. _____	_____	42. _____	_____
18. _____	_____	43. _____	_____
19. _____	_____	44. _____	_____
20. _____	_____	45. _____	_____
21. _____	_____	46. _____	_____
22. _____	_____	47. _____	_____
23. _____	_____	48. _____	_____
24. _____	_____	49. _____	_____
25. _____	_____	50. _____	_____

COACHING

Our job as Consultants is much like that of a little league coach. The coach's job is to instruct and advise his team to a winning victory. We must do the same with our hostess, instructing and advising her on how to have a **GREAT** skin care class.

A. WAYS TO COACH

1. Send a thank-you note the very next day. (remember the hostesses goal) Include example like, "I can't wait to present you with your free Miracle Set."
2. Give hostess packet consisting of : Look books, Sales tickets for outside orders, hostess brochure and recruiting brochure. Tale of Two Hostesses Poem
3. Telephone call 3 to 5 days prior to class to get the names and telephone numbers of guests to pre-profile and remind hostess or her goal.
4. Call the day of the skin care class to re-excite the hostess, but never let her know in advance that you will call her on this day.
5. Give her a few pointers on how to have a **GREAT** class.
 - a. Encourage the guests to be prompt.
 - b. Keep refreshments simple and serve them at the end of the party.
 - c. Encourage your hostess to collect outside orders. Give her a goal.
6. Tell your hostess how to invite guests to her skin care class.
 - a. I have invited a beauty consultant from Mary Kay Cosmetics to teach a class in skin care and glamour.
 - b. Each guest will receive a facial and simple glamour look.
 - c. I'm only allowed to have four guests, therefore it's by reservation only. I must know for sure if you are coming.
 - d. There will be on the spot delivery, you can take home any purchases. (only state this when you plan to have inventory on hand.
 - e. If friends cannot attend your skin care class, ask them if they could purchase a lip gloss or mascara to help you out.
 - f. Call all guests coming the day before the class to remind them to come.
7. Coaching Closing Conversation:

"There is one favor I would like to ask of you, okay? Mary Kay is a business with me. I know that it's a busy time of the year, so I'm reserving this time and date especially for you. This means that I will be turning down many other people who want the same time and date. You have my guarantee that I will be at your class rain or shine. If an emergency should arise, I will send someone in my place. Can I ask of you, if something should come up, please call me within 48 hours so I can reschedule your class. Does that sound fair? (Reach over and shake her hand, to seal the deal). It's nice to know that we can count on each other. I'll see you on_____.



B. PRE-PROFILING

After booking a new hostess say: "Sue, I'll be calling you on (Sunday) before your class to get the names and phone numbers of your guests, so that I can call each of them and get some background information on their skin. This will help me to give them the best service possible when they attend the class, okay?"

Pre Profiling Script

Hi _____! This is _____ from Mary Kay. I'm _____'s friend that is doing the skin care class on _____. I'm just calling you real quick because she has you on her guest list. She did invite you, right? Great! _____, I know you're busy so I'll be quick. The class is by reservation only, so can we count on you to be there? Great! _____, do you have directions to her house? Super! _____, can I ask you 3 quick questions so I can take better care of you at the class? Great! First of all, _____, is your skin more dry, normal, oily or a combination of all of these? Great! My next question is, do you consider your skin to be more ivory, beige, bronze, or ebony? Great! And _____, my last question is, is there anything "special" I need to know about your skin to take better care of you? Great! I'll see you right on time (day) at (time). _____, if anything happens and you can't make it please call (the hostess) 24-48 hours in advance because the class is by reservation only, but I really want to see you there, not someone else. I can't wait to see you on (day)! Bye!

C. WHY PRE-PROFILING WORKS

I can't tell you how impressed a guest is after she's talked with you on the phone! It's difficult for her to believe that you were interested enough in her to take the time to call! Let's also look at what happens psychologically.

1. **First** a hostess is excited when she first books her class, and she wants it to be a good one, or she'd have never booked it in the first place. It's vital that she call the guests before that excitement cools down. Unfortunately she usually waits until 2 or 3 days before it's scheduled, and by that time, she may even have forgotten how excited she was, and she certainly doesn't sound excited when talking to her friends so they say "no" and she cancels the class! With this technique she must call the guest within a day or two after booking!

2. **Second** the guest does not realize that she's been invited to something that is educational for her as far as she knows it's just another "home party." By calling her, all thoughts of this type are completely dispelled! She's looking forward to the class!

3. **Third** the guest's defenses are not uptight, and they are open to what you have to tell them so results are in higher sales.

4. **Fourth** they are impressed with the service and the professionalism of the consultant and are usually eager to have their friends experience a Mary Kay makeover.

KITCHEN COACHING: “Talking around the table”

When you arrive at the Skin Care Class your first goal is to set up your table. Place your Satin Hands Set and facial cloths by the kitchen sink. Train your hostess quickly on how to do Satin Hands. This will be her job as each guest arrives. While you are setting up ask your Hostess the following questions as you set up:

- A. How many guests are coming? Who?
- B. Were there any outside orders?
- C. Have any of your guests agreed to book from your class? Who?
- D. Where will you serve your refreshments? (Tell her when to bring them out)
- E. Who's coming today/tonight that would be good doing what I do? How about you?
- F. Was there anyone who could not come? Who?

THE SKIN CARE CLASS

The night before your first Class make sure you are prepared with everything you need. The following list will help you pack everything you need for a class or facial. Please clean your mirrors, even if they are new. Keep your Starter Kit clean.. A big part of our business is making a great first impression.

- () Starter Kit Bag
- () Pre packed Clear vinyl bag (1 for each guest) to include:
 - a. Black Face Case with disposable tray
 - b. Disposable eye applicators
 - c. Disposable mascara brush
 - d. Facial cloth rolled with a square cotton pad, 2 cotton balls
 - e. Mineral Powder brush
 - f. Ink pen or pencils
 - g. Headband (optional)
 - h. Q-tip (optional)
 - i. Beauty Book
 - j. Sales ticket
 - k. Profile card
 - l. Color card
- () Look books
- () Money Bag (take change)
- () Placemats
- () Flip chart
- () Product Sale Bags
- () Small garbage bags (for your trash)
- () Business cards
- () Roll-up Bag filled with product to demo
- () Inventory to sell
- () Hostess packets
- () Calculator
- () Hostess gift
- () Recruiting packet

Skin Care Class Tips

Demo "Satin Hands" as guest arrive (this would be a great job for your hostess to do) and match up their foundation and let them review their profile card.. Each guest needs to have all products in their tray before you begin. The best training for a New Beauty Consultant is observation. Included in your Starter Kit is a Skin Care Class DVD. I encourage you to watch this several times prior to holding your first Skin Care Class. The following information is an additional Skin Care Class Script that can be cut and pasted in your Flip Chart. You choose which dialogue you would like to follow at the class.

Flipchart:

The Flipchart will keep the flow of your class. This tool valuable for New Beauty Consultants to use. You no longer need the Flipchart when you continuously talk ahead of it. Until then use it at every Skin Care Class and Facial. Via email or website you can download the Flipchart insert to be cut and paste to your own Flipchart.

Products to Demo at your Skin Care Class

The products that you will Demo at your Skin Care Class will be the Timewise 3in1 Cleanser, Timewise Age Fighting Moisturizer, Timewise Day Solution, Timewise Night Solution, Mineral Powder Foundation, Oil-Free Eye Makeup Remover, Ultimate Black Mascara and the Color Card. You may incorporate more products into your Skin Care Class as you invest in your inventory. Remember what you Demo you will sell, what you promote you will sell. The Eye Buys!

GLAMOUR PART OF THE SKIN CARE CLASS

There are several ways to teach the Glamour part of the Skin Care Class. Below is the cute face race.

1. Now we come to a fun part.... the face to face race. You've been given a glamour look and this is the proper application. (give brief explanation on how to apply glamour) This side of the table is team A and this side is team B. The team that finishes first wins a prize! (explain applicators and that you will put mascara on the wand for them) Any questions? It's OK to help each other. Get ready, set, Go! (the team that finishes first give them an purse size handcream) I have a consolation prize for the other team. (should take 5 - 10 minutes for glamour)

2. Dash out the door Look (additional needed that are not included in the Starter Kit)

Eyes-Island Bronze Eyesicles

Cheeks-Mary Kay Mineral Bronzing Powder

Lips-Beach Bronze Lip gloss

This is a neutral look that all women can where. It's simple and easy to use at your Skin Care Class.

GROUP CLOSE

(at the table)

Everyone take just a minute to fluff out your hair. It's compliment time. Now let's go around the room and tell each person what we like about their new look. (Play the game, your job is to stand back and let the guest compliment each other.) Then move into the group close:

Before we have our one-on-one time, I want to tell you very quickly how much the products cost and how you can get them. First, refer to your place mat. There are various product sets listed for your convenience. Let's go over them now....

To help you decide which set is best for you, let me briefly describe the function of each set. The Timewise Basic Skin Care Set is designed to get you to the mailbox (if you run real fast); the Miracle Set will get you to the grocery store; and to work tomorrow; but the Ultimege Miracle Set will **GET YOU NOTICED!!**

For your convenience, we do take Cash, Checks, Master Card, or Visa plus any combinations of these. I will be meeting with each of you individually to discuss you profile card. Is there anyone that is in a hurry needs to get home to a sitter? Great, I'll take you first! Everyone will need to bring their beauty book and place mat with you to the _____ when your name is called. (take profiles with you to send for each guest by name)

INDIVIDUAL CONSULTATIONS

Booking classes from class, these tips are from
Lisa Madison, Ex. Sr. Sales Director.

When your class begins and you tell your guest that you will have an individual consultation with them tell them where it will be. Select the place in the hostesses home to have the private consultation.

Do the individual consultation:

1. Did you have a good time today (tonight)?
2. How does your skin feel?
3. What part of the Skin Care Program did you like best?
4. If money were no object, which set would you take home tonight?
5. Are you comfortable with that?

FIRST... If their reply is "the Basic" or anything that contains the Timewise Skin Care System, you say,

..."is there any reason why you wouldn't want to share your check up facial with a couple of friends?"

...If they say, "No, there is no reason why not,"... then say, "What is better for you, the beginning of the week or the end of the week?"

...If they say, "I'm too busy," or "I don't have any friends," or any other comment that resembles that, you say, "Let me tell you how I handle my check-up facials. If you choose to share it with a few friends, I'll come to your home at your convenience or you can have it at my home. If you choose not to share it with a couple of friends I offer second facials at the (Unit meeting location at 6:00pm) (They can either stay for the meeting and be a model for they can go home.) Do not run around town giving second facials to one person at a time.

...If they say, "Do I have to have a second facial?" You say, "No, you don't have to have one, but our products are guaranteed because of the second facial. If you choose not to have one I will assume your products are working fine."

SECOND....If their reply is to buy a lip gloss or anything else but the BASIC, collect their money and then say, "If you had the BASIC SKIN CARE for little or no money, would you use it?" If they say, "Yes," say "I have a really neat way that you can win it and I would love to tell you about it with your permission.

ALL YOU NEED IS TWO OTHER PEOPLE BESIDES YOURSELF AND IT CLASSIFIES AS A SKIN-CARE CLASS. (Get out the Gift for You brochure and explain how to earn points.) End by saying: "Is there any reason why you wouldn't want to have a class and win your products?"

PEN TO PAPER OFFICE ORGANIZATION

Organization can be simple with the notebook system. Keep your office or work space in a vertical direction. Notebooks will keep everything together and you create the filing system. This is a business that requires a small amount of paper work at the end of your work week and month end. If you will complete your Weekly Accomplishment Sheet and Monthly Income and Expense Sheet your records will stay up to date.

Brain Book (Always keep with you)

Use sleeve protectors and divider tabs.

1. Applause Magazine
2. Unit Newsletter
3. Events/Contests
4. Beauty Books
5. Blank paper for meeting notes.
6. Order Forms
7. Recruiting literature

Four Office Notebooks

1. Applause Magazines (Take out order forms and punch holes)
2. Unit Newsletter
3. Record Keeping (* Can use accordion file)
4. Filing Notebook for handouts. This notebook will grow with you and your business. (Booking, coaching, recruiting, holiday promotion, etc.)

Skin Care Class Supplies needed at each class.

1. Beauty Books
2. Profile Cards
3. Sales Slips, Pencils, Calculator. (Use clear zipper bags in your Go-Kit)
4. Hostess Promotion/Event
5. Recruiting Literature
6. Hostess Packets

Profile Cards (use card file box)

Organize cards by the following:

1. A - Z (by last name)
2. Jan. - Dec. (Birthdays, use top sheet)
3. 1 - 31 (to call back customers)