

Success Training Opportunities

Power Start Plus will give you confidence in skin care class procedures and product knowledge in addition to immediate income as well as future income from your reorder business in three months. Also Power Start Plus provides excellent team building opportunities. This may be one of the most powerful ways to grow a successful business. A Power Start Plus worksheet is also enclosed and we will discuss this tool further at your orientation appointment.

Win the “**Woman of Excellence**” ring. When you achieve a “**Power Start Plus**” in your first 30 days of business, you will receive a beautiful “**Woman of Excellence**” ring. Power Start and Perfect Start are the most successful ways to get a solid business growing. When you add the “**PLUS**” you are also building your team and your future.

Perfect Start

14 days

Schedule 8 parties

Hold at least 5 parties

Will average **\$1000** in sales

Gain approximately **15-24** new clients

Approximately **8** hours of teaching time

Power Start

Double Perfect Start

30 days

Schedule 16 parties

Hold at least 10 parties

Will average **\$2000** in sales

Gain approximately **30-48** clients

Approximately **16** hours of teaching time

Power Start Plus

Achieve the Power Start and share the business opportunity with at least 15 of your new clients.

Will likely will earn Red Jacket Position!



Wisdom from Mary Kay Ash – “What is it that makes the difference between the successful and the unsuccessful Consultant? Each of us two hands. We all have the same Guide to study. Each has the same showcase, the same flip chart – that cant’ be it. Each has the same class procedure. So what is the difference?”

“The difference I believe is attitude. A person can always find something to blame if he is not doing well. Many people go through life blaming their personal failures on one thing or another, but of course the same excuses are available to Consultants who are climbing the ladder of success---- Anyone can locate an excuse but it take courage to find a way to go over, around, under or right through any obstacle that might stand in your way.” (Workshop ’73 Speech)

PERFECT/ POWER START PLUS CHECKLIST

Consultant's Name _____ Consultant's Phone (Day) _____ (Evening) _____

Perfect start Beginning date: _____ Date to be Completed: _____

Power start Beginning date: _____ Date to be Completed: _____



Return Perfect/Power Start Registration to your Director.

Name	Date	Name	Date
1. _____		16. _____	
2. _____		17. _____	
3. _____		18. _____	
4. _____		19. _____	
5. _____		20. _____	
6. _____		21. _____	
7. _____		22. _____	
8. _____		23. _____	
9. _____		24. _____	
10. _____		25. _____	
11. _____		26. _____	
12. _____		27. _____	
13. _____		28. _____	
14. _____		29. _____	
15. _____		30. _____	

15 Sharing Appointments

- | | | |
|---------------|--------------------|-----|
| 1Name: _____ | Date shared: _____ | Y/N |
| 2Name: _____ | Date shared: _____ | Y/N |
| 3Name: _____ | Date shared: _____ | Y/N |
| 4Name: _____ | Date shared: _____ | Y/N |
| 5Name: _____ | Date shared: _____ | Y/N |
| 6Name: _____ | Date shared _____ | Y/N |
| 7Name: _____ | Date shared: _____ | Y/N |
| 8Name: _____ | Date shared: _____ | Y/N |
| 9Name: _____ | Date shared: _____ | Y/N |
| 10Name: _____ | Date shared: _____ | Y/N |
| 11Name: _____ | Date shared: _____ | Y/N |
| 12Name: _____ | Date shared: _____ | Y/N |
| 13Name: _____ | Date shared: _____ | Y/N |
| 14Name: _____ | Date shared: _____ | Y/N |
| 15Name: _____ | Date shared: _____ | Y/N |

**Complete the Power Start
Plus checklist, return it to
your director and you will
receive the Woman of
Excellence Ring!!!**



Perfect Start Booking Conversation

Hi (Debbie) this is _____. Do you have a quick minute? Great I'm so excited I have just become a professional beauty consultant with Mary Kay and I could use your help to qualify for training...in order for me to qualify for the perfect start training program, (Debbie) I must conduct 8 facial parties in my first 2 weeks of business, All I need you to do is to have 3-6 friends over for a facial. I'll do all the work, there is no obligation to buy, but I'll have product with me just in case... For my qualification, I have 3 dates you can pick from to help me (Debbie) the _____ at _____, _____ the _____ at -----pm and _____ the _____ at _____ which is better for you? Great! name I really appreciate you being in my corner with my new business and there is a lot of free product available to you. (Debbie) Oh, there's one more thing... for me to get credit for the training, at least 2 of your guests, can't know me, must be over 18, and should not be on Mary Kay products with another consultant, do you think we can do that? Great, I will drop off at your door the free product info packet that explains all the ways you can earn up to \$300 in free product at this appointment. Will you be able to take a quick look through it so we can talk either tomorrow night or the next? Great what would be better for you.. taking a few minutes tomorrow night or would (wed.) night be better for you? Great.. would 8:30 or 9:00pm be better for you? Great.. so we have a date Wednesday at 9.. have the packet handy and I'll help you see how easy getting \$300 in free Mary Kay can be.. thanks again Debbie.... bye.

Tips

1. Your friends may say "sure, I'll help you, but first let me talk to a couple of my neighbors and see when the right day and time would be, then I'll call you back"

This is a **red flag** for you to say, "that's a good idea, but let's go ahead and pick a date and time that's at least good for you and me, we can always change it. Do you think the first week or the second would be good for you?

2. Do not try to book face to face, it's better on the phone at their home or at their place of work. People focus better and are less distracted.

3. Though you are working on Power start (scheduling 15classes, holding 10, or 30 faces with 4 weeks, try to focus on getting half way by the end of your second week. Your second appointments will help to fill weeks 3 and 4).



ON THE SPOT DELIVERY **How to work smart, not hard!**

You are in business for yourself, and any good business needs capital, inventory and work to continue to operate. This sheet is designed to show you how to start your business and how to manage your money so that you always have plenty of merchandise on your shelf and plenty of capital with which to order when necessary.

In Mary Kay we have discovered we work more professionally when our customers know they will have their products immediately after they learn to use them. The advantages to having your products with you at your skin care class are many.

1. Your customers will take them home while they are still excited to begin using them.
2. Women buy more when they can have it right away.
3. You save time when you don't have deliveries, and time is money and you save gasoline too.
4. You see your profits immediately.
5. You book more skin care classes. (It's hard to book a follow-up facial if she won't be using the products for several weeks.)



Now, how do you get merchandise on your shelf in the first place? There are several different methods. Whichever you choose, take a small loan for your initial inventory purchase, rather than use your own savings. This forces you to get right to work and it's a good business decision.

Set up your loan with \$125 to \$150 per month payments. That means you only have to sell one complete "Set" or hold one show per month to make your payment? You can certainly do that, **CAN'T YOU!**

1. Your loan interest is tax deductible because you are self-employed!

*Remember, all the payments are always made out of your money from Mary Kay sales
NEVER out of your own personal budget or your husband's money.

2. Decide how you wish to finance your inventory. Loans you may want to consider.

- A. Passbook savings loan
- B. Credit Union loan
- C. Credit line checking with MasterCard/Visa/Discover advance.
- D. Personal Loan.

3. Having decided how you wish to finance your inventory, choose one of the following suggested methods for your initial order.

YOUR DIRECTOR will assist you in making up your first order. Simply tell her with which order you wish to begin your business. (from the order choices earlier in the manual)



Benefits of Starting Your Business With Inventory

- * **YOU WILL HAVE A DISPLAY**-If a woman, including yourself, can see it and feel it, she will value it more and want it.
- * **HIGHER SHOW SALES**-Cosmetics is and “emotional” buy and women will purchase more if they are going to take their order home with them rather than simply placing an order to be delivered in a couple of weeks.
- * **YOU WILL SAVE MONEY ON SHIPPING & HANDLING**-The shipping and handling is \$8.75 flat rate no matter what you order. If you have an inventory, you will not need to order more then one or two times per month to restock your inventory.
- * **WORK SMART, NOT HARD**– Carrying an inventory is a much better use of YOUR time-Here is the difference in what you will accomplish in an hour with or without an adequate inventory.

With Inventory:



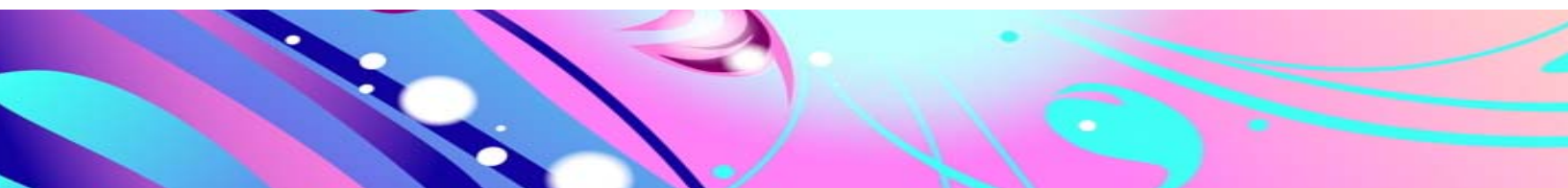
1. Sell the product
2. Collect the full amount due
3. Distribute the product on the spot
4. Schedule the follow-up appointment
5. You can give her products immediately rather than waste valuable time and money on shipping/delivering

Without Inventory:



1. Sell the product
2. Hopefully, collect at least half of the balance due.
3. Go home, wait for the order to arrive and hope to find each customer home tow weeks later to deliver the Products and collect the balance due.
4. Refresh her as to how to use the product
5. You delay the time for her to reorder as well as delay her follow-up appointment/check up facial.

- * **LOWER CANCELLATIONS**- If they order the product and don't receive it, they are more likely to cancel the order.
- * **BETTER CUSTOMER SERVICE**- Occasionally a product will be placed on backorder for an indefinite period of time. Women will reorder just as they are running out. They will need their product right away. With an inventory, you will not keep your customers waiting, therefore providing her with better customer service.
- * **LOWER FRUSTRATION**- The company statistics point out that women who begin their business with full inventory are more successful than those who do not. You will get to take a full 50% profit and be better prepared to deal with a growing customer base.



THE VALUE OF GOOD INVENTORY

Maintaining a good inventory is the first step towards building a strong customer service business. Just as you depend on your florist to carry fresh flowers, your clients depend on you to offer the same professional service. A good inventory will also motivate you to reach higher sales goals, increase customer satisfaction, and reduce business costs.

Some new recruits and potential recruits do not understand the total value of their initial order for their inventory. This is very understandable because it is new and let's face it, borrowing money can be a little overwhelming. However, you are borrowing money to make money. In addition, you're making 50% on your money. That's a good investment.

We must remember from the beginning that starting our own business with inventory is one of the keys to success. Can you imagine the difficulty of a retail store opening for business with a couple of items versus the same store with complete inventory? What the eye sees, the eye will buy. Customers will purchase more when they can feel, touch, and smell it. Some refer to it as impulse buying. Think of how many times we go to the grocery store for a gallon of milk, do we ever leave with just a gallon of milk? Of course not, we pick up dog food, bread, chips, etc.

• OUR FIRST FEAR – BORROWING

Many bankers are more willing to make a loan to a stable woman, regardless of age, than a man, as they have a better repayment record. That usually means if we try to do something, we usually do it. Isn't that the first thing we learn in Mary Kay from our Recruiter and Director, "You can do if U" Remember, the Company offers the 90% buyback guarantee. Don't just try one source when you borrow. - Donald Trump wouldn't have given up after visiting only one bank.

• OUR SECOND FEAR - INTEREST RATES

Is money too high? Should I wait? Should I only order a minimum amount? Do not let these things bother you. You are not borrowing that much and it's only short term. Do you realize there is only a \$35.00 difference between borrowing \$3,600 for six months at 18% versus 14%? Did you realize that if you borrow \$600.00 at 18% for six months versus borrowing 3,600 that is only about \$95 more?

Would you rather go to a clothing store and see what you need and buy it, or would you rather wait until they ordered it? Would you rather make one trip to one appointment and sell product to 3 people at one time or would you rather take orders and make 3 additional deliveries? If you don't have product at your appointment, how many customers will say "No, or I guess you can call me when you get it"? In other words, HOW MANY SALES ARE YOU GOING TO LOOSE and how many additional hours will you work delivering, reselling, collecting, and revisiting to finally collect your profit? Time is precious to everyone and we are all given the same amount of hours in a day. By starting your business at profit level of \$3600, your business will run much smoother. Remember, you can't sell out of an empty wagon.

• OUR THIRD FEAR - CAN I PAY IT OFF?

The average conservative sale is \$200. That means you will make \$100 profit at that appointment. Depending on how much time you take. Also, after 30 days your reorder business will kick in, and that's another 50% profit. What does that mean? It adds up to this. If you only hold 3 appointments per week, you can pay your loan and have a profit too. More importantly, you have \$3600 worth of product that you own, and it worth \$7200.

Planning a good inventory is vital to building a strong, growing business. Without products, you can't sell them and without sales, you are out of business. Keep your product inventory up to date and plan for your future needs.

P.S. As you begin to build your team, your new consultants will always ask, "Where did you start?" They follow in your footsteps. You don't want to say, "Well, if I could do it over again..."

Ready Set Sell BONUS for New Consultants!

WHOLESALE ORDER	DEPARTMENTS & RETAIL VALUE	COLOR 101 GIFT	READY SET SELL BONUS BUNDLES	BIZBUILDER BUCKS CREDIT	TOTAL FREE PRODUCT & CREDIT	TOTAL RETAIL ORDER	TOTAL INVESTMENT
 Emerald	FULL Store \$8400	(Must be placed w/in 1st 15 days) \$115	6 \$620 Retail Value	(credit redeemed on next order) \$125	\$860	\$9135	\$5000 <small>(figures include avg. interest/taxes/shipping)</small>
 Emerald	6 Departments \$7200	\$115	6 \$620 Retail Value	\$125	\$860	\$7935	\$4400
 Diamond	5 Departments \$6000	\$115	5 \$525 Retail Value	\$100	\$740	\$6640	\$3600
 Ruby	4 Departments \$4800	\$115	4 \$430 Retail Value	\$80	\$625	\$5345	\$3000
 Sapphire	3 Departments \$3600	\$115	3 \$335 Retail Value	\$50	\$500	\$4050	\$2300
	\$1200	\$115	2 \$210 Retail Value	\$35	\$360	\$2725	\$1600
	\$600	\$115	1 \$115 Retail Value	\$15	\$245	\$1430	\$800

Product Bundles



TimeWise Skin Care Bundle



TimeWise Repair™ Volu-Firm™ Foaming Cleanser & Night Treatment Bundle



TimeWise Repair™ Volu-Firm™ Day Cream & Eye Renewal Cream Bundle



Mary Kay™ Color Bundle



Mary Kay™ Favorites Bundle



Botanicals Cleanse & Hydrate Skin Care Bundle



Botanicals Freshen & Mask Skin Care Bundle



Color 101
"115 years... yours first!"

Color 101

Inventory Planning

LEVEL of INVENTORY	Number of DEPARTMENTS	Skin Care & Color Lines			Specialty Line Products			
		SKIN CARE	SUPPLEMENTS	COLOR	FRAGRANCE	BODY CARE	MEN'S	LIMITED EDITION
Emerald \$4200	FULL store	FULL Department	FULL Department	FULL Department				
Emerald \$3600	6	FULL Department	FULL Department	FULL Department				
Diamond \$3000	5	FULL Department	FULL Department	FULL Department				
Ruby \$2400	4	FULL Department	FULL Department	Most Popular Colors				
Sapphire \$1800	3	FULL Department	FULL Department	Limited Colors				

Benefits of an Inventory

On the spot delivery provides customers with instant buying gratification.
 Product availability provides a higher level of customer service and promotes a greater depth of customer loyalty.

A full stock of inventory provides a consultant with an ideal selling environment and an immediate paycheck.

Inventory on your shelf supports effective time management.

YOUR IMAGE SAYS IT ALL



*Your image is one of your most important business assets.
Your professionalism- the way you conduct yourself and your
business - is key to the image you project.*

1. A business-length dress or suit is the best choice for skin care classes and Mary Kay functions. Wear hose and closed-toe shoes. **Please don't wear pants of any kind.** When you have a guest with you, you'll be glad others look the part.
2. Always be at least 10 minutes early to any function and plan to stay the entire time. Be at your hostess' home at least 30 minutes in advance.
3. Be the best you can be! Ask your hairstylist 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 function.
4. Turn your cell phone off when you arrive at any Mary Kay event.
5. Leave your problems at home. Your hostess doesn't need to know to know what went wrong today. Avoid drawing attention to yourself. Take the *you* out of your classes, be there for you guests. Act and speak as Mary Kay would.
6. Don't criticize. Refrain from blaming others or making derogatory remarks about other product lines.
7. Don't steal customers! That includes recruiting someone else's customer! When you meet another consultant's customer, please refer her back to her consultant. She may purchase from you to help out the hostess, but don't follow up with her.
8. Make sure the information you are giving at your classes can be found in your Career Essentials.
9. Disposable brushes and trays are used for sanitary reasons. Don't share or reuse them.
10. Your purpose is to teach your customers how to apply skin care and glamour products themselves. Never apply product to a customer's skin.
10. Deliver all product orders immediately. Give your customers the best service possible. They will treat you the same way you treat them.
11. Reward your hostess with the special product gift she has earned with her hostess credit at the skin care class.
12. Sell basic skin care as a program. Believe Mary Kay when she said breaking the basic will hurt your business. Keep your customers happy by checking back with them to make sure they are using the products properly. Use the 2+2+2 plan.
13. Honor the Mary Kay satisfaction guarantee at all times!
14. Stock your shelves to service your customer base. Plan ahead. Don't buy products from other consultants or combine your order with that of another consultant. When you do this, you cheat yourself and someone else. You could also lose prizes, awards and recognition— even your active status!
15. We all love children, but a Mary Kay event is not the place for them. Your sister consultants and their guests have made arrangements for the care of their children, so please respect them by arranging for the care of your and your guests' children.
16. Keep your Go Kits and car as clean as possible.

SCHEDULING APPOINTMENTS

<i>Law of Averages</i>	
Scheduled	Will Hold
10	6
8	5
5	3
3	1

The caterpillar cannot be a butterfly until it prepares to be a butterfly. If a caterpillar never takes the action to be a butterfly, it won't become one. He must crawl into the unknown and do what he has never done before, purely through faith. - Mickey Ivey



Overcoming Booking Objections

Get familiar with these common objections and make these scripts your own. No, we don't want you to be pushy, but wimpy is not good either! Shoot for pleasantly persistent!

Objection~ "I don't have the time."

Response~ "I know how you feel. I am a very busy person also, but do you know what I have found? The busiest people get the most done. Our facial will only take 45 minutes and it sounds like you could use a little papering. Now, what part of the week is best for you, during the week or weekends? Wednesday or Thursday?...Afternoon or evening?...7:00 or 7:30? ...Great!

Objection~ "I don't know anyone."

Response~ "Well, I can understand how you feel, but you know what, I have found that this is a great way to meet your neighbors or the people at your church...now what part of the week is best for you?"...(follow format above.)

Objection~ "I just bought brand 'X' or I only use..."

Response~ "That great, you obviously know something about skin care. I can appreciate your knowledge and would really enjoy your comments on our skin care program...now, what part of the week is best for you?"

Objection~ "I have already tried Mary Kay."

Response~ "Great, when did you have a complimentary facial? Our products have change dramatically; I think you will be pleasantly surprised. Now which part of the week is best for you?"

Objection~ "I have company coming from out of town."

Response~ "Fantastic! Not only will they enjoy getting together, but I know that your (relative) will appreciate your thoughtfulness in arranging their complimentary Mary Kay facials. You may want to ask a few friends too. Now which part of the week is best for you?"

Objection~ "The kids will be home from school."

Response~ "That's great! I bet there will be times when you will want to get away and do something special for yourself. I have a special gift for the person who will be babysitting the kids!"

Objection~ "I tried that once and it broke me out/or I am allergic."

Response~ "How long has it been since you tried the products? We have all new formulas in the last couple years. There is a large variety of item in our line; I am sure you could try the body care or glamour products. Now what part of the week is best for you?"

Objection~ "I'm not a make-up person."

Response~ "Great because in Mary Kay we each skin care. Taking care of our skin is so important and during this hot/cold weather your skin will really appreciate the needed care. Now what part of the week is best for you?"



"Each of us should have a philosophy about how we conduct ourselves with others. A long time ago, I chose as my standard the Golden Rule: 'Do unto others as you would have them do unto you.' Some might consider the Golden Rule corny and old-fashioned, but no one can deny its simple truth. Imagine how much better our world would be if everyone lived by this creed."

The Mary Kay Recipe for Success

If you want the most income, the most recruits, the most customers, the most future bookings use this contest and follow the recipe by using this timeline below. Mary Kay would be proud of you.

Day 1 - Book, Give Hostess Package, Set coaching call

Day 2- Snail Mail the thank you card (steps to take after booking handout)

Day 3 - Coach using coaching card (24-48 hrs after booked)

Day 5 - Call hostess for guest list (2 days after coaching call)

Day 6-7 - Call guests find out skin information, one thing they would change about their skin if they could, offer free product if she brings a guest.

Day 8 - Hold appointment, book color and follow time line day one.

Opening

Business interest statement

Referral gathering

Table close (sets close)

Sofa close

Color appointment set

Potential friends

Hostess packet given and time set for free product call



Day 9 - Call back each guest and schedule appointment for details about the business. (24 hrs after held appointment)

Day 11 or 12 - Hold “Information about the Business” appointment.



Steps to take After Hostess is Scheduled



Day after you get a YES from a Hostess

Step 1: This is a SAMPLE note to be sent to each Hostess immediately after she sets a date and time for the class. Postcards are great visuals she can put on the fridge to be a reminder!

(name) I wanted to send you a personal thank you note for committing to helping me qualify for my first business achievement. Qualifying means a lot to me so thank you for letting me count on you for 1 Mary Kay facial party within my qualification dates. Remember you will be able to earn free product too. I will go over the “Pinkalicious” sheet with you but you can read the details for yourself and see you how you can earn up to \$300 in free product! The key to your party is that at least 2 of the quests can not know me. This is how my business will grow. Of course there is never any obligation to buy, but when they do, you will earn more. Keep that in mind when you decide who and how many to invite. (name) I so appreciate you being in my corner you are making a difference for me and I know you’ll be surprised at how much you can earn and how much FUN this will be.

Step 2: Get the Hostess Packet to the door of the hostess!

- Only mail this if you can’t make it to the door the day after she says yes.
- She doesn’t need to be there. She’ll come home from work and see it. That will be a reminder of the “YES” she gave you the night before.
- The above note coming through the mail system, combined with the Hostess packet on her door step will great a solid appointment! That means your hostess is likely to take action right away to get guests to the class. You want her inviting people right away. I don’t recommend her sending invitation cards, Phone call invitations followed by a reminder card by the hostess or you give the best results.

Hostess Packet includes

- 5 sales tickets
- Outside order sheet
- Beauty Books
- Look Books.
- The 100 Shot Sheet or other hostess program you’ve selected.
- A Gallon size Ziploc Bag works great because you see the Look Book through the plastic. *This helps the packet not “blend in” with other household mail, school work, etc.*



Date I booked her



Hostess Information

Name _____

Address _____

Phone Wk _____ Cell _____

H _____

Class Information

Date of appt. _____

Guest list in my hands by _____

Reminder Card Sent (date) _____

Hostess Coached date _____

Special Instructions(hostess credit, special needs, etc)

Coaching Check List

- Snail Mail thank you note to Hostess
- How to invite her Guest Dialogue
- Refreshments provide (lite only)
- Directions to Class
- Explained in detail Hostess credit
- Time to be there, expected close

Name	Phone / Work/ Cell	PCP	Pre- Profiled N/D C/O	Reminder Card Sent

After Class

- Thank You Note
- Post to Weekly Accomplishment Sheet
- Posted to Intouch and email list

Evaluation

Basics sold _____

Total Sets sold _____

How Many came from total promised _____

Coaching the Hostess Conversation

This is to be held **24-48 hours** after the appointment was booked. This conversation should be a **scheduled appointment call**. Practice this over and over and over and over.... And have it out with you during coaching call.

1. "Hi Susan, It's Melinda.. how are you? Did you have a good day? Good, I know you're busy so lets get to work learning about all the free product you can earn at your party. Do you have the hostess packet with you? I'll wait while you get it. You know, my goal is to get you at least \$300 in free product. Does \$300 free sound good to you or would you like to work on **\$200 in free product**? Great, what specific products would you like free? Talk about products she would enjoy and have her make a list of the products with prices so she can visualize **HER goal**.

You know that we have several different ways you can earn free products. So let's go over them all so you can see how easy it is for them to add up to your \$___ in free products we wrote down. First, I believe you picked out a **booking bonus coupon** .. the amount on your coupon was___.

That \$___ in free product is yours no matter what as long as we **keep our date** on the __ (date/ time) and you have at least **2 friends** join you. That's easy right? Ok, Susan lets go over hostess flyer, "**Be a Pinkalicious Party Hostess**" Do you have that in front of you? Great.

a. The first \$20 is for having **4 ladies attend who are over 18, do not have a consultant, and do not know me!** This adds \$20 to your booking bonus. For a total of 40. Now Susan, with life as crazy as it is, my guess is that you'll need to get maybe **8 friends to say "yes I promise to be there" in order to count on 4 to show up** . What do you think Susan? she'll agree.

b. The second \$20 is for when you and I sit down and I share the Mary Kay business benefits with you. You get all the facts about earning income and tax breaks with Mary Kay. Keep in mind Susan that hearing about the business **does not obligate you** or the company in anyway. It's just information. What a deal, you just listen and earn another twenty dollars in free product. Sound simple enough? (wait for yea)

c. The 3rd \$20 is also easy... Just by having **\$250 in total sales** including outside orders at your party, you earn the 3rd \$20.. and guess what ? ...the more that is sold, the more you will earn.. for instance, if we sell \$500=\$40, \$750=\$60 \$1000=\$80, and so on. This is super easy Susan because I gave you extra brochures in your packet that you will show to those who can't come in order to give them an opportunity to buy from you." So get plenty of friends there at your party, and be sure to show your brochures to everyone who can't make it to the party. Good so far?

(Discuss creative ways to have 15 guests)

d. And finally Susan you earn an additional \$40 in free Mary Kay for having **3 guests schedule an appointment with me to have a party of their own**. Setting up everyone's next appointment is totally my job so this is a freebie for you. However if you want a guarantee just put a "bug" in their ear so when I begin scheduling advanced makeup lessons they'll be ready to pick a date.

e. So tell me Susan, can you get excited about how much free product is available to you so far? Great now let's go over the **bonus ways** to add an additional **\$200 in free products**.

f. (simply read off the hostess sheet and do a "commercial" on each of the products and services you are offering at special deals)

***** come back to dialogue*****

“ Ok, Susan now lets take a couple of seconds to go over my best tips for the most fun and pampering at your party.

First, I probably don't need to mention the fact that things will go a whole lot smoother without children. Do you need help with childcare? Do you see a problem with that? Ok, great.

And second... The key to any great party is in having the numbers turn out. So the key is to always get **double the number of commitments than you really want to attend**. Even yeses can be “no shows”. Life happens to everyone right? Also an important thing to remember is that the very best way to get your yeses is to **call them on the phone or talk in person**. That way you know for sure that they'll coming. Once you get your yeses, you can send a reminder note if you want for the fridge, but you would **never** want to **rely on invitations to do the inviting for you**. *(Wait for acknowledgement)*

****Continue your conversation****

“This is your party and your free product so again my best advise (Susan) is to call or talk in person. I recommend saying something like , “What are you doing on the __ (17th) at about 7:00? wait for a nothing or I don't know.. then say GREAT! I'm having a fun Mary Kay Party with someone who is highly skilled in skin care and makeup, we'll have lots of fun, and it would mean a whole lot to me if you would attend.” Then wait for an answer.. you'll know by her response to put her down as a “yes” no or maybe! Does that make sense to you? Great.

Another critical key to a great party is for me to be ready with your guests specific skincare needs in their tray ready to demo before the first guest walks in the door. This saves a TON of time! So I always have a quick conversation with every guest about 3 days before the party... so Susan.. how many days do you need in order to gather all your yeses. Do you think you can make all your phone calls in the next 2 or do you think 3 days?.. great..then let's see. How about you and I get together on the phone Friday at _ pm or you could email me by _ pm with a list of all the names of guests and the best number to reach each of them? Which would be better for you... to talk on Friday or email me by Friday? Great go ahead and tell them I'll be calling ahead to get some specifics about their skin type.

Ok, I think we've done an excellent job covering everything.. oh yes.. Susan there is one more thing. (pause) for some Mary Kay is a hobby, but for me, it is becoming a career and I take it seriously, so I want you to know, that you can count on me to be ready for you're party on ___ (day) at ___ o'clock. Whether it's 10 guests, or it's just you and me. I'll have everything set up and product in each guest's tray ready to go.. so is there anything you can think of that would prevent you from keeping this appointment? (PAUSE wait for answer) Great, thanks for letting me count on you. I believe you are going to be so pleased at how much fun this will be and how much free product you will earn. Susan, I'll let you run and I'll talk to you in a couple of days.

Coaching the guests

Hi _____ this is _____ I'm teaching the facial class at _(susie's) this _____ night, do you have a quick minute? Great! I just need to ask you a couple of questions about your skin so that I can be prepared for (Susie's) class, ok? Great, first, what skin care do you use now?.....OK Would you describe your skin as dry, normal, or oily?OK.. Do you have an Ivory , beige or Bronze skin tone?Great! (name) if there was one thing you could change about your skin, what would that be??? Great! I think you're going to love a couple of things I'm going to let you try! I don't have time to explain them now I promise to tell you all about it on _____ night. "you know (hostess name) is getting free product for having you come to the facial class so I don't even need to tell how much she is counting on you coming....(wait in silence for confirmation) But you know what?, I don't see any reason why I couldn't give you free product for bringing a friend or two of your own... do you have a friend you'd love to spend time with and bring? Great.... Give her a call to invite her and I'll call you back to double check. If she is coming I'll need to talk with her about her skin before the class... Will you be able to call her today or tomorrow? Great, then I'll give you a call tomorrow night and check! Thanks for you time.....

Coaching
Coaching
Coaching

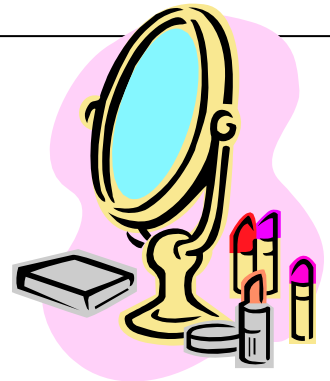
Calling referrals Names Received from Playing the Name Game

Use this to call the women on the \$5 card if isn't planning on having them attend her color appointment.

Hi _____ this is _____. We have a mutual friend in _____. I was with _____ the other day because I am also her beauty consultant with Mary Kay Cosmetics. I don't know if it's your birthday or what, but _____ has arranged for you to receive quite a lovely gift!. What _____ has selected for you is the famous pampering package. Have you heard of it before? Let me tell you what's in the Mary Kay pampering package. You get a facial treatment, a satin hands treatment, with \$15 in free product. Then you also get an advanced color technique lesson with this seasons colors, and \$15 in free product at that session! Plus before and after makeover photos! This is a wonderful gift _____. You and _____ must be good friends. I'm just calling to see when you would like to get your pampering underway. I am scheduling appointments on Monday or Thursday evenings with an early Saturday morning option. Which is better for you Mondays or Thursdays.

*To HAVE something you have never had before, you
must DO something you have never done before~*

Mary Kay Ash





Be a Pinkalicious Party Hostess



Take a **SHOT** at \$100 in



FREE Mary Kay



You can earn up to \$300 FREE in

You may do any of the following or all of the following

When you complete the **S-H-O-T**, you will have \$100 in FREE Mary Kay products .

Strive for 4 guests at your pampering session = **\$20 in free product**

(4 attending guests who don't have a Mary Kay consultant, and are over 18. Guest names and phone numbers must be given to me 2 days prior to your party so I can preprofile their skin type)

Have an appointment to hear the Mary Kay opportunity = **\$20 in free product**

(this is information only and does not obligate you or the company in any way)

Orders totaling at least **WOW** ↓ **WOW** \$250.00

Plus Complete the following **3 items** to earn **\$200** more!



➔ As a Hostess you can also purchase up to **3** additional products or sets at **1/2 price**. (with a qualified \$250 show)

➔ As a Hostess you can purchase our Professional Glamour brush Set For **\$20!** retail \$55! (With qualified \$250 show)



Your Choice!

➔ Have **\$500** in Sales from your class and receive your choice of the Beautiful Compact Pro (empty) or the handy Travel Roll Up



This is a total of up to \$300 in FREE Mary Kay Products!!!!



SET #1 The Ultimate Miracle (credit for 3 sets)
For radiant, flawless skin, These are the skin care products you can't live without. From age-fighting skin care to microdermabrasion to super-hydrating moisturizers, get the Mary Kay® products just right for your skin type. \$192 \$217 if separate.



Set #2 THE BASIC
Clear, Smooth, Radiant Skin. The TimeWise basic set delivers anti-aging benefits you can see and feel. \$62



Set #3 Counts at 2 sets
The Latest Looks Made Easy with Color 101! Now you can wear the hottest new looks. Color 101 makes it easy. It takes the guesswork out by bringing all the right shades together! \$123.



Set #4
Maximize your benefits softer, younger-looking skin with Day/Night Solutions 155% increase in skin softness 91% improvement in skin smoothness. 48% reduction in the appearance of fine lines and wrinkles. \$64



Set #5 MKMen™ HEAVY LIFTING 5-Pack
NEW Men's Antiaging Shave Cream, face bar, after shave, hydrator, and advanced eye cream. Smooth, soothe, and protect. \$86



PLAY LIST SET
Eye Trio
Lip Crayon
Jelly Lip Gloss
Eye Crayon
Mascara
\$55
by Mary Kay @ Play

The Ultimate Specials

SELECT 2 SETS= 3rd Set HALF OFF
SELECT 3 SETS = Travel Bag FREE
SELECT 4 SETS = 5th Set FREE
SELECT 5 SETS= 6th Set at Half OFF
PLUS The Travel Bag FREE

*****The Ultimate DEAL*****

SELECT 6 sets, and get the 7th Set free and the Roll Up Organizer Free! That's up to \$100 in FREE Mary Kay



Set #7 (3 Sets) TimeWise Repair The look of deep lines and wrinkles is reduced. Lifted facial contours. Youthful volume is re-captured. Even skin tone \$235 for \$199



Set #8 CLEAR Proof™ Acne System Set you get an effective regimen clinically shown to provide clearer skin in just 7 days.* \$45 \$65 with foundation.



Set #9 MK Signature™ Brush Set Brush with greatness! It's easy with these five fabulous brushes. Apply makeup like a pro. Black folding case is great for travel. \$55



Set #10 Microdermabrasion Allow this incredible product to reveal the new -baby-soft. Baby smooth skin you really do have! \$50



Set #11 Satin Set Treat yourself to luscious lips and super-soft hands with the smoothness of the Fragrance satin set. \$52

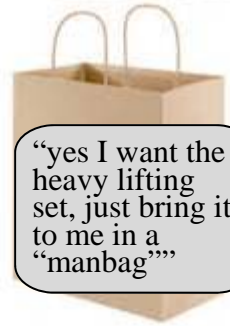


“Fresh, Flawless,
Fabulous skin begins
with the best skin-
care, Mary



I would like to treat myself to:

Set # _____	Set # _____
Set # _____	Set # _____
Set # _____	Set # _____
Set # _____	Set# _____
Set # _____	Set# _____



“yes I want the
heavy lifting
set, just bring it
to me in a
“manbag””



We accept Visa, MasterCard, Discover, American Express, Checks, Cash, and Creative Financing.

At my color appointment I would like to learn a
 Natural Look _____ Career Look _____ An Evening Out Look _____

Who do you know that deserves a Gift of Friendship?

Just list up to 10 Friends and I will present them with a free gift FROM YOU when they get together with me for a pampering session. Tonight only, you will receive \$1 in FREE product toward any set for each name and phone number.

Name	Number	Why you selected her (friend, helps, etc)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____



Ultimate Makeup Organizer! *The PRO SET*

Like a “mini makeup counter” Choose your own color and foundations selections. Create your total look from start to finish. As shown \$178 (3 sets)

Set #2

Clear, Smooth, Radiant Skin. The TimeWise basic set delivers anti-aging benefits you can see and feel. \$62



Set #3 Makeup Artists Looks Made Easy - Now you can wear the hottest new look custom designed by makeup artists. Color 101 makes it easy. It takes the guesswork out by bringing all the right shades together. **\$123 (2 sets)**



Set #4 PLAY LIST SET

Eye Trio
Lip Crayon
Jelly Lip Gloss
Eye Crayon
Mascara
\$55



Set #5

The Eyes Have it Set- Firming Eye Cream will firm your eye area and reduce the fine lines. Oil-Free Eye Makeup Remover will help you “save your lashes” and Indulge Soothing Eye Gel will relieve your eyes of puffiness! WOW! **\$63**



color me beautiful

The Ultimate Specials

Select 2 sets= 3rd Set half off!

Select 3 sets = Travel Bag FREE

Select 4 sets = 5th Set FREE

Select 5 sets= 6th Set at Half Price PLUS The Travel Bag FREE

The Ultimate DEAL

Select 6 sets, and get the 7th Set free and the Roll Up Organizer Free!
That's up to \$100 in FREE Mary Kay

Set #6

Simply Perfect Set
Mineral foundation with it's special brush combined with a highlighting pen will create a perfect complexion every time. **\$46**



Set #7

The “Perfect Pout” Lip Set. Everything you need to have the perfect pout. Diminish fine lines and stop lipstick feathering with the lip primer. Enjoy the perfect combination of lip liner and lipstick. Top your perfect pout with a beautiful lip gloss to match. **\$64**



Set #8

MK Signature™ Brush Set
Makeup artist quality Brushes make applying color cosmetics flawless. It's so easy with these five fabulous brushes. Black folding case is great for travel. **\$55**



Set #9

“It's The Finishing Touches Set! Highlighting and Bronzing shades in one compact. Add a bronzed lip-gloss for a final Create a healthy glow with the Finishing touches Set **\$61**



Name _____ My consultant is _____ date _____



Travel Roll-Up Bag. The black vinyl bag features four clear compartments that attach with Velcro. ***Yours FREE with the purchase of 3 sets.*****



I would love these sets

Set # _____
 Set # _____
 Set # _____
 Set # _____
 Set# _____



The Ultimate Specials

Select 2 sets= **3rd Set** half off!
 Select 3 sets = **Travel Bag** FREE
 Select 4 sets = **5th Set** FREE
 Select 5 sets= 6th Set at Half Price PLUS
 The Travel Bag **FREE**
*****The Ultimate DEAL*****
 Select 6 sets, and get the **7th Set** free and
 the **Roll Up Organizer** Free!
 That's up to **\$100** in **FREE** Mary Kay

We accept Visa, MasterCard, Discover, American Express, Checks,

Who do you know that deserves a Gift of Friendship?

Just list up to 10 Friends and I will present them with a free gift FROM YOU when they get together with me for a pampering session. Tonight only, you will receive \$1 in FREE product toward any set for each name and phone number.

Name	Number	why you selected her (friend, family , etc)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____



**Keep the Business
Simple !!!**

**ALL YOU
NEED
TO BE GREAT**

**Get Great at
these
Benchmarks!**

Each of these topics are thoroughly discussed by your Director during our unit meeting sessions, conference calls and one on one appointments with Director.

A The Class Opening

B. The Product demonstration

C. Getting Referrals

D. The Table Close (going over the Sets and the Deals)

E. The Sofa Close.(Individual Consultation **How to share the opportunity.**

F. The Q and A game about the opportunity.

G. Closing the opportunity after Q and A game

I. Setting up an appointment with guest to listen to opportunity outside of the skincare class environment.

J. How to conduct a opportunity sharing appointment.

K. How to close the sharing of the opportunity and have plan for follow up either to begin her business or to enjoy customer relationship.

L. Networking—Become great at building a quick report with women on the go.

Time management.

Money management

Emotional management

Skills management.

If you don't manage these things, "they" will manage you!



The best way to approach training is one step at a time.. and in DOING you learn.. you can't wait till you are GOOD to get started!.. keep this list and check off when you feel you've mastered the skill.

You've heard the quote, "a class worth booking is a class worth coaching".. right? Right.

Well it's even more important to take care of "business" while you've got opportunity right?

A skincare party done right.. will bring you ultimate skincare customers and recruits, and

new parties for next week-Plus loyal customers who are confident that their consultant is the "best of the best". Follow these clear objectives to have a fantastic party.

Open the class with these objectives (this is not word for word but rather points you want to HIT!)

1. Pinkalicious. As women enter give **tickets** for every one item of **pink** they are wearing. Have the hostess help you give out tickets to speed things up.
2. Play "fun" up beat **music** while guests are walking in. Take "**Before Pictures**" of each girl if doing a makeover contest.
3. 3. Pinkalicious: do a **door prize** drawing then explain how they will pass around the **PINK (boa or pink sunglasses)** passing to the left every time they hear the word **ULTIMATE**.
 - o Bring hostess up and give her **MK bucks** earned so far.
 - o Introduce yourself and your service
 - o Introducing the company use **flip chart** for this or new **lpad app**.
 - o Introducing the **color appointment**, sell the sizzle of the color insider book and the makeup brushes they will learn to use at the makeup lesson. **Show all the looks and discuss who might like each one..** " you will want to learn this look if you love to look natural but on trend." Then go around the table and ask each which look she would like, and get a preliminary date of apt. (have 8x10 framed photos of 4+ looks to choose from, look book has them in it.. or choose others.. up to you but must have a visual)" so debbie which look would you like to have fun learning? Great.. now I teach makeup lessons on Friday night and Saturday morning generally which is better for you a Friday night or Saturday morning. Good.. would this Friday or next Friday be best for you? Great, (write it down,) now susan.. which look would you like to have fun learning? ...and so on. Till each has selected. Then remove the framed photos to reveal the Ultimate miracle collection. All divided into their individual sets.. do not put them in a long line..



o Introduce the concept of a skincare routine to all. Relating it to exercise etc. you can't get more muscles if you only work out once a month. Talk about brushing their teeth... prevention.. we don't begin to brush our teeth after we get a cavity.. we can't begin skincare after all the damage is done.. etc. Spend enough time here to see a "shift".. you want them ready to change their morning routine commitment.

- That today they will do **HALF** the face so they can determine for themselves if the product makes a difference.
- They will not be sold anything but the product will prove itself one way or the other.
- There is never any obligation to buy but if they want to they can use **mc, visa, amex, discover and payment plans**.. yes.. if you want to have the ultimate miracle in your home.. I will find a way to make that happen for you.

The body of the skincare class

Focus on the Ultimate Miracle.. use it over and over and over.

The basic 3 piece as the core.. keep reminding them about the core.. **every MK product works IN CONJUNCTION with the core products**.. cleanser, moisturizer, foundation.. today we will just stop after the cleanser and try some powerful anti aging products.. the POWER TOOLS.

Stopping after the cleanser to do some "power tools"

Consistent reminders of the ease and speed of doing this new program at home.

Cleanser/micro 1 and 2,day solution on half of face

Night solution on underside of wrist

I story(2 sentence recruiting statement- before MK I , I enjoy the freedom and income+ I am being training by women who have earned multiple career cars and have earned thousands and thousands of dollars with MK and I have never been so confident about my financial future)..something like that..

Name game to get referrals (2 minutes race names and numbers) award 1st and 2nd place winners if you have more than 4 guests.

Eye cream

Moisturizer

Foundation (yes on half of face)

Look in mirror.. feel spot where microderm was . check out softness of face, etc, look at how much better foundation make us look.

Different kind of foundation if possible or the same.. on the other side of face so they leave looking even.



The Table Close

- Go over each product of the ultimate miracle getting audience participation to see if they can remember major reason why we use it and when.. keep it fun..
- Remind how quick it is to do every morning and eve.
- Assure them they can use the [ultimate miracle for less then a cup of coffee a day](#). Pay the price now in the new routine.. or pay the price 5 -10 years later doing more drastic procedures .. we pay one way or the other don't we.. ? Health example.
- Go over the deals
- Get the audience to show you they have the deals down.. ask questions.. (what do you get if you get 2 sets?..etc)
- **Pinkalicious**- who has the pink sunglasses? Give 10 tickets to her for door prize.
- Pass out deal sheets.
- [Explain they will each get a couple of minutes privately to discuss the color appointment and any buying decision they want to make.](#)
- We take MasterCard, discover, amex, visa. And payment plans.. in other words.. if you really want to get your new skincare health routine started, you want to find a way to make that happen for her.

Segue into Q and A time or the individual close. (see handout on how to do close/ and q and a time) If doing the pinkalicious you'll be doing a door prize during the opening, one during the name game, and one at the end of the table close.. up to you really...

"ok ladies now it's time for Part 2 of the pinkalicious Party where the rest of the door prizes will be given out.. let's pass the trays in and I'll pass out our pinkalicious snacks. (pink lemonade, pink wafer cookies, pink cupcakes.. just something you can pass out easily on a 6 in plate or napkin.. they will eat as they ask questions about the business.)

We're going to continue the fun and compete for tickets into the door prizes.. Remember the more tickets you get in the door prize the more likely you will be walking out of here with free Mary Kay. So don't be shy. I am going to give out one ticket to you for every question you ask me about how we make money in Mary Kay. This is a great opportunity to ask question about the business without feeling any obligation. This is just fun and informative. (pass out clappers and encourage group to clap for those with really good questions.) FUN!

- Give out a few "teaser" thoughts..so stimulate questions.. maybe share a few facts that can WOW the group.
- Go through Q and A.. finish when you feel you've taken long enough and have gotten all the information out.
- Pass out **Think Pink Sheet**- use for **GRAND DOOR PRIZE**.
- Pass out recruiting sheets you like to use.
- Do door prizes
- Do Grand Door Prize.
- Offer gift to any who want to hear more in detail.. a one on one sharing appointment. Then give them a recruiting packet with CD. They get the gift at the appointment. Play music again as everyone finishes up their chit chat and you fill their orders.. the music will keep everything light and fun.



Some Absolute Do's For Your Mary Kay Career



1. **DO** wear tailored dresses and skirted suits to ALL skin care classes, meetings and recruiting interviews. Research shows that a woman in a skirt inspires trust, appears better educated and looks more professional. That's the Mary Kay Consultant and Future Leader. Pantyhose and close toed pumps are preferred.

2. **DO** tell your invited guests to dress PROFESSIONALLY when attending an MK event with you.

3. **DO** wear ALL of and ONLY Mary Kay skin care, body care and color products, Preferably all of the time but definitely to skin care classes, selling appointments, meetings and recruiting interviews. A color 101 look should be considered part of your uniform.

4. **DO** be positive about your business at all times, especially at meetings. If you had a prospective recruit present, would you want that person to hear a Consultant complaining about a problem?

5. **DO** make it a priority to attend EVERY unit meeting and as many functions as time will allow. You will gain ideas at every function that will help you reach your goals and your business will grow. **DO** bring a friend, customer, hostess or prospect to every meeting. They may become your newest recruit!

6. **DO** allow your customers to do all of their own applications at skin care classes and facials. They will have confidence that they can recreate the look themselves. In some states, it is illegal to touch another persons face if you are not a licensed cosmetologist, so make it a rule of thumb to not do it!

7. **DO** sell the basic skin care steps together to the first time user. It is a company policy never to break the set except to established reorder customers. Breaking the set inevitably results in dissatisfied customers and usually a return for a refund. Learn how to explain the reason for using the products together to your customer's satisfaction during your presentation.

8. **DO** have respect for your sister Consultants. Selling or recruiting another Consultants customer or prospect is unfair and it does not promote the "Do unto others" philosophy. Always ask if they already have a Consultant.

9. **DO** follow the terms and conditions on the Beauty Consultant Agreement you signed. Consultants are not allowed to sell products in a retail environment. i.e.: Flea markets, beauty shops, booths, etc.

10. **DO** call Mary Kay before you do any advertising. All advertisements must be approved by Mary Kay. Yellow Page advertisements are available to Sales Directors ONLY! Business cards, letter heads, checks, etc with Mary Kay written on them must be printed by a Mary Kay approved business. MK connections is your source for these items and is on your MK intouch site.



New Consultant Opportunities for Achievement



New Consultant



Pearls of



Pearls of Sharing



Pearls of



Senior Consultant



Perfect Start



Power Start



Power Start



Woman of



Star Recruiter



How do I earn these status awards as a new consultant?

To achieve the **Perfect Start Pin**- schedule 8 classes and hold 5 in your first two weeks.

To achieve the **Power Start Pin**-schedule 16 classes and hold 10 in your first 30 days.

To achieve the **Pearls of Sharing® Earrings**, share the opportunity with 3 women in 2wk

To achieve the **Pearls of Sharing® Bracelet** -share the opportunity with 6 women within a one-month period.

To achieve the **Pearls of Sharing® Necklace** -add one new personal team member who places a min. \$600 wholesale order.

To achieve the **Power Start Plus Pin**, you'll want to complete your Power Start and your Pearls of Sharing®.