

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.

