

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 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.