



NEW CONSULTANT WORKBOOK

✧ Welcome! ✧

You can do it!

Contents:

Satin Hands Challenge	pg. 2-3
New Consultant Checklist	pg. 4
Earn PEARLS	pg. 4
New Consultant Portfolio	pg. 5
New Consultant Training	pg. 6
Placing Your First Order	pg. 7
It Pays to Party! \$100 Free	pg. 8



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I am so excited that you have made the decision to start your Mary Kay Career! As your Sales Director, working with new consultants is one of my favorite things to do! I'm looking forward to working with you and supporting you in your new business.

I began my Mary Kay business in February of 2007, and debuted as a Director in March of 2010. I live in New Orleans, LA with my supportive husband, Whit, who's in law school at Tulane University. Before becoming full time with Mary Kay, I spent time as a High School English Teacher, an administrative assistant, and a professional actress!

Laura's Leading Ladies Unit is an amazing Cadillac unit in the making and we are experiencing explosive growth! We encourage you to jump right in and grow along with us.

Enclosed in this welcome packet you will find ideas on how to get your business started, and I encourage you to look it over within the next 24 hours. I will call and follow up with you to answer any questions you may have and to help you get started! I'm sure you have many questions, and when I was a new Consultant, I did too. We will

discuss all of your questions and concerns in detail, and I am here to train and support you along your new journey.

Each week we have Success Events for training and recognition. If you are not local to me, I will locate a Mary Kay Success Event near you. Attendance at the Success Events whenever possible will be vital to your success in this business. It is a fabulous opportunity to learn the business and get to know other Consultants and Directors.

Our exciting unit goals this year include building 5 NEW Directors! Will one be YOU? Whatever goals you have for your Mary Kay business, I will be watching with pride as you carve your own path and pursue your dreams!

As your Director, it's my job to match my time with 100% of your efforts. This business is truly what you design it to be, and I'm here to help in any way that I can. Again, congratulations on your new business and welcome to our unit!

Love and belief,

"Leaders teach. They motivate. They care. Leaders make sure that the way to success is always broad enough and straight enough for others to follow."
 -Mary Kay Ash

Satin Hands

CHALLENGE



Simply treat 10 people (women or men!) to Satin Hands Pampering in the next 7 days and receive a mystery gift!

Or...win this gorgeous Pink Ice Ring when you pamper 25 people with Satin Hands in the next 7 days!

Satin Hands Challenge Instructions

Here's your first Challenge!! Pamper yourself with a Satin Hands treatment (instructions and Satin Hand Sampler will arrive in your starter kit) and then treat 10-25 women with the same!

Script:

"I've just opened my own business teaching skin care with Mary Kay and I'm so excited! My first challenge is to get your opinion of our Satin Hands Treatment."

Step 1: Hand Softener. Contains parafin to lock in moisture, will also heal diaper rash and keep a light burn from blistering.

Step 2: Satin Smoothie Hand Scrub. Exfoliates to leave skin buffed and smooth.

Step 3: Satin Hands Hand Cream. Acts like an invisible glove to hydrate for 24 hours - even through several hand washings!

After you've demonstrated...

"Thank you so much for your feedback please fill out your name, phone number, and the response that best applies to you."

Any checks are made out to you. Once you've ordered, product will arrive in about 1-2 weeks.

Work full-circle from the start. In other words, take it to the next step by saying...

"You've been so great to give me your opinion. My Director suggested I start with the 30 sharpest women I meet to get their opinion on our skin care and cosmetics and how they compare to what you are currently using. Is there any reason why we couldn't get together for a mini makeover? Which would be better for you, this week or next? Day or Night?"

Book an exact time, but most important, you're in motion!



Satin Hands Pampering



I'd love your response to this special treatment system by Mary Kay, designed to leave your hands feeling soft and smooth. Please fill out your name, telephone number and your response to this set by circling 1, 2 or 3 to indicate which best applies to you. *Satin Hands Gift Set* retails at \$34 + tax and comes in Peach or Fragrance Free)



- (1) I'd love to purchase this product! Please order me # _____
- (2) I would like to earn this product FREE
- (3) I am not interested at this time.

NAME OF CUSTOMER	PHONE NUMBER	RESPONSE
1		1 2 3
2		1 2 3
3		1 2 3
4		1 2 3
5		1 2 3
6		1 2 3
7		1 2 3
8		1 2 3
9		1 2 3
10		1 2 3
11		1 2 3
12		1 2 3
13		1 2 3
14		1 2 3
15		1 2 3
16		1 2 3
17		1 2 3
18		1 2 3
19		1 2 3
20		1 2 3
21		1 2 3
22		1 2 3
23		1 2 3
24		1 2 3
25		1 2 3

I did it! Name: _____ Beginning date: _____ Ending date: _____ Ring size: _____

New Consultant

CHECKLIST

Welcome to Mary Kay! Take your first steps and focus on this checklist while you wait for your starter kit to arrive!

- Meet with your Sales Director for your Welcome Orientation
- Make a List of Every Woman You Know Who Has Skin! (50-100 contacts)
- Book your first 5 skin care classes/parties
1 2 3 4 5
- Schedule your Business Debut.
 - Call your Sales Director to schedule a date
 - Use the contact list of everyone you know and send out invitations
 - Follow up 2 days before the scheduled date
- Open separate Checking Account dedicated to your MK business
- Activate your "First Steps" offers by signing up for www.marykayintouch.com
 - Sign up for your personal Mary Kay Website and receive 50% OFF
 - Sign up for your 50 FREE MKConnections Business cards
 - Sign up for your 15 FREE catalogs to send to potential customers
- Visit our Laura's Leaders Unit website www.laurasleadersunit.com and find us on Facebook!
- Observe 3 skin care classes with your recruiter or director
1 2 3
- Attend New Consultant Orientation at your local Mary Kay Success Training.



Girls Love

PEARLS

You can earn the Pearls of Sharing AND your MK Beauty Coat by sharing the MK opportunity with at least 9 women in your first 30 days! Make sure that before you share the opportunity each of the women have tried the Mary Kay products. Q&A form can be found online at www.LaurasLeadersUnit.com. Must turn in your Q&A sheets within 24 hours of interview.



Practice sharing our Marketing Plan with your director to earn your Pearls of Sharing Earrings

Name: _____ Date Held: _____

1. _____

2. _____

3. _____

Hold 3 more Q&As & earn your Pearls of Sharing Bracelet (6 total)

Name: _____ Date Held: _____

4. _____

5. _____

6. _____

Hold 3 additional Q&As to earn your Pearls of Sharing Necklace (9 total).

Name: _____ Date Held: _____

7. _____

8. _____

9. _____



Earn your Beauty Coat by adding 1 qualified team member* and completing a Power Start in your first 30 days!

*A qualified recruit is one who places an wholesale initial order of \$600 or more.

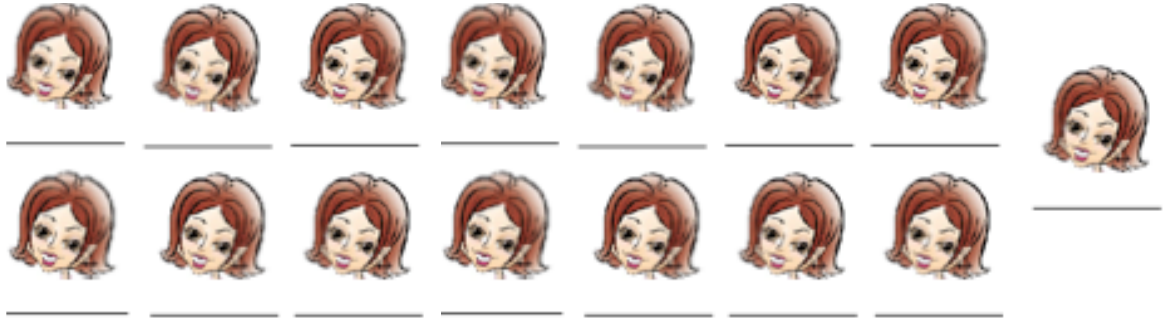
New Consultant

PORTFOLIO

PERFECT START PORTFOLIO

15 Faces in 15 Days

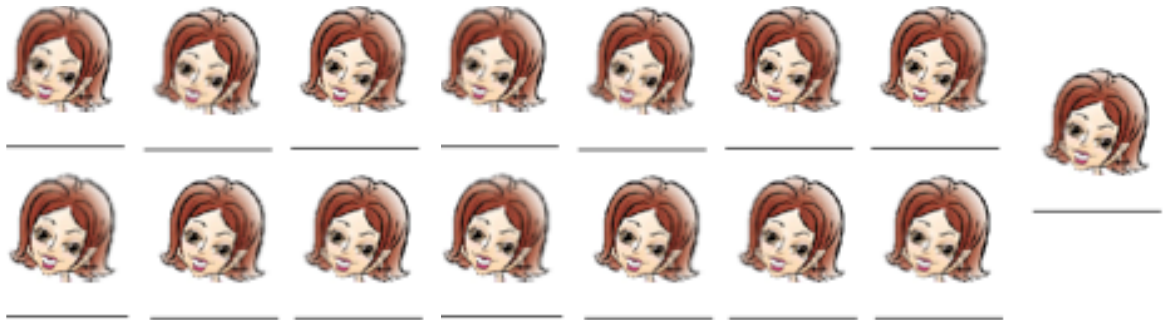
Offer pamper sessions to 15 customers individually or hold 5 skin care parties during your first 2 weeks. You can receive a platinum-toned pin and a business card holder from your Sales Director.



POWER START PORTFOLIO

30 Faces in 30 Days

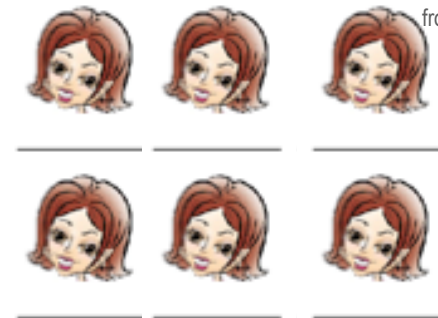
Offer pamper sessions to 30 customers individually or in hold 10 skin care parties during your first 30 days. You can receive a platinum-toned pin with crystals and a money bag from your Sales Director.



POWER START PLUS

30 Faces in 30 Days + 6 Q&As

Offer pamper sessions to 30 customers individually or hold 10 skin care parties, plus share the Mary Kay business opportunity with at least six people during your first 30 days. You can receive a gold-and-platinum-toned pin and jeweled calculator from your Sales Director. Q&A Sheets can be downloaded at laurasleadersunit.com



Booking Your Portfolio Models

1. Complete your contact list
2. Learn the script-you may be tempted to change the wording but it's best to learn the script and rehearse it as it is until you sound natural.
3. Make a couple of practice calls to your recruiter or family members.
4. Schedule a time to make the calls (a 2 hour block of time, maybe 7-9pm)
5. Start booking-it's best to stay at it until you get at least 5 appointments scheduled!
6. Be ready for their objections (they're to be expected) See www.laurasleadersunit.com for suggestions on how to handle common objections

Sample Script

"Hi _____, this is _____. Do you have a quick minute? Great! I wanted to tell you that I just started a new business as a Mary Kay Independent Beauty Consultant and I am so excited! My Independent Sales Director has challenged me to add 30 women to my New Consultant Portfolio in my first month of business. Here's what's in it for YOU - you will receive a fabulous complimentary anti-aging skin care treatment and mineral makeover - you'll just feel like a brand new woman! Doesn't that sound fantastic? (pause) Great! Would a weekday or weekend be better?" (pause, then continue to give her no more than 2 choices at a time until you book it. Then say...)

"Now _____, it is just as easy for me to do 4 faces as it is to do 1, so is there any reason why you wouldn't want to share your appointment with a couple of friends... I know we'd have so much fun! You would get to choose some free Mary Kay products for yourself, and it would really help me with my 30 models project! (pause) Great! Just invite some of your friends for some girlfriend time--I promise it'll be so much fun. I will call you in two days to get their names and numbers so I can find out about their skin type. To meet the challenge, I have to make sure the appointments are held in my first month and I really appreciate you helping me out! We are going to have so much fun!"

New Consultant

TRAINING

Silver Wings Scholar Program Online

Earn the Silver Wings Scholar Ring

Complete the Silver Wings Scholar Training on marykayintouch.com (take each module at your own pace!) and speak with me on the phone each week to discuss what you've been learning. When you've finished the Training and we've spoken for 6 consecutive weeks, you earn the MK Rocks ring!

Training Modules:

- Week 1: New Ind. Beauty Consultant
- Week 2: Professional Sales
- Week 3: Team Building with Integrity
- Week 4: Financial Management
- Week 5: Emotional Management
- Week 6: Pre-Ind. Sales Director-in-Qualification

Prize Proceedure:

- Fill out the on-line voucher at www.laurasleadersunit.com
- Your prizes will be awarded at the Weekly Success Event. Out of Town Consultants will fill out the online voucher and you will receive your prizes from your Adopted Director at your local training. Please allow time for me to process and ship prize orders.



Weekly Success Event

- 5:30-6:30 MK101 New Consultant Training & Booking Hour (rsvp only)
 - 6:30pm Consultants & guests arrive (guests watch video while we set up)
 - 6:45-7:45pm Skin Care Class & Consultant Training
 - 8:00pm Model "Reveal" and Consultant Recognition
- If you do not live a reasonable driving distance from us we will find you a fabulous local adopted director & Unit!*

Mondays - Girls Night Out
Pink MK Studio in Kenner
909 W Esplanade Ave, Ste 205, Kenner, LA

What To Bring For Your Guests

- | | |
|------------------------------|---|
| 1. customer profile card | 7. Applicators, cotton or cotton ball, muffin cups |
| 2. sales ticket & pen | 8. Color 101 Card |
| 3. Beauty Book & Look Book | 9. Timewise Miracle Set, Microdermabrasion, Firming Eye Cream |
| 4. mirror with plastic tray | 10. Satin Hands & Lips |
| 5. facial cloth / wash cloth | |
| 6. bowl for water | |

Consultant Dues

\$20 / month for ALL consultants. NOTE: New Consultants' first meeting is free. First time visiting consultants and directors from another training center pay an \$8 visiting fee. If you decide to make this your permanent meeting, the \$8 will go towards your \$20 monthly dues.

Meeting Etiquette

1. To receive your much-deserved recognition, fill out your **Weekly Accomplishment Sheet** each Sunday by midnight and bring a copy to Success Meeting, by email or online. To submit the sheet online, go to www.marykayintouch.com and select "Enter Weekly Accomplishments" from the "Business Tools" pulldown menu.
2. **Punctuality** is very important now that you are in business. Always arrive 10 to 15 minutes early to all events, meetings, and appointments. Tardiness is not fashionable! Please plan to stay for the entire meeting.
3. **Attire:** All consultants are to wear all black (i.e. black suit with black blouse, black skirt and blouse, black dress) pantyhose and black closed toe shoes. **NO PANTS.** Guests may wear business attire.
4. Learn and earn at the same time by making every effort to **bring guests** to all events.
5. Small children should not be brought to meetings and/or events. You'll want to arrange **dependable childcare** for meeting and training times.
6. Please **turn your cell phones off** or to vibrate, and refrain from texting or accepting calls during the meeting.

Your "**Graduate School**" is attending 13 consecutive weeks of Girls Night Out! Earn this gorgeous pink crystal ring at your "graduation ceremony!"

- | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | |
| 10 | 11 | 12 | 13 | | | | | |



Placing your

FIRST ORDER



You **SELL** what you **SHOW**!!
My recommendation is to have 1 **FILLED** roll-up bag per face/guest at an appointment.

Pocket 1: Timewise Miracle Set	\$90
Pocket 2: - Ultimate Mascara - Oil-Free Eye Makeup Remover - Firming Eye Cream	\$15 \$15 \$30
Pocket 3: Microdermabrasion Set	\$55
Pocket 4: - Satin Hands Set - Satin Lips Set	\$34 \$18

\$287 RETAIL VALUE



Be Prepared for Your Success!

- 4 Faces/ Roll-Up Bags = \$600 Wholesale (get up to \$300 + FREE Bonuses!)
- 8 Faces/ Roll-Up Bags = \$1,200 Wholesale (get up to \$400 + FREE Bonuses!)
- 12 Faces/ Roll-Up Bags = \$1,800 Wholesale (get up to \$650 + FREE Bonuses!)
- 16 Faces/ Roll-Up Bags = \$2,400 Wholesale (get up to \$700 + FREE Bonuses!)
- 20 Faces/ Roll-Up Bags = \$3,000 Wholesale (get up to \$900 + FREE Bonuses!)
- 24 Faces/ Roll-Up Bags = \$3,600 Wholesale (get up to \$1,000 + FREE Bonuses!)

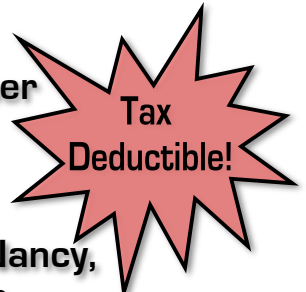


Other Favorites:

- Mineral Powder Foundations
- Mineral Powder Brushes
- Yellow Concealer

Demo Items to add:

- Microdermabrasion
- Firming Eye Cream
- Black Eye Liner
- Foundation Primer
- Satin Hands
- Satin Lips
- Glosses: Fancy Nancy, Beach Bronze



It pays to

PARTY!

Get up to \$100 in additional bonus products!
At your Grand Opening Party have:

\$20

In the next 48 hrs: Make your list of women with skin (shoot for 20-30 women). Call to invite them using the Grand Opening Script, and email your invite list to Laura!



Hold your Grand Opening on the originally scheduled date and have at 6 - 10 guests (over 18 and who do not currently have a MK Consultant)!

\$20

\$20

Add 6 (or more) Faces to your New Consultant Portfolio your Grand Opening and/or get \$00 in sales



Get Qualified! Place your \$600 - \$1200 initial wholesale inventory order within your first 2 calendar months. Also get up to \$260-\$395 in additional bonus products (see Ready Set Sell

\$20

\$20

Be a STAR! Place your \$1800+ initial wholesale order within your first 2 calendar months! Also get up to \$560-\$985 in additional bonuses (see Ready Set Sell Brochure) AND choose a Star prize!

