

You Cannot Open a Store with a Can of Tomatoes and a 5 Pound Bag of Sugar

It's a known fact that you will sell more when you know you have enough inventory. When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you're afraid someone may want something you don't have. Set yourself up for success by borrowing at a low interest rate to purchase inventory at a profit making level. Isn't it easier to shop at a Target Store than a 7/11?



If you're wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies.

- One major problem was trying to deliver merchandise after a two-week lapse of time. She found that invariably customers lost enthusiasm, and in many cases they completely cancelled the order, diminishing the hostess gift and casting a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately. One of the greatest merchandising techniques that has put the Mary Kay Beauty Consultant where she is today is immediate product availability, so it is very important that you have an adequate supply of Mary Kay products at your classes, to deliver on-the-spot.

- At the skin care class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be "impulse buyers," and will often purchase more when they know they can immediately take possession. With adequate inventory, you will:

1. **Have a sales advantage.** Many sales are missed because at the moment of the customer's greatest desire, the product is not available. Clients often "cool" when they have to wait.

2. **Operate efficiently.** A well-balanced inventory ready for delivery tremendously increases the day-to-day operating efficiency of your business.

3. **Avoid extra trips** to deliver products to each of the customers who ordered at the class, saving time, money and gasoline.

4. **Book more classes**, resulting in an increase in your overall profit. (It's hard to book a check-up facial if she won't be using the product for two more weeks.)

5. **Establish your team members' confidence in you.** If they know you have adequate inventory, they will follow your example. The results will be more confidence and enthusiasm, meaning greater success for them, too. Remember: when an enthusiastic customer has to wait for a post-class delivery of the merchandise she has selected, her Enthusiasm wanes, and she may have second thoughts. You can avoid much time and effort by making sure your customers receive their merchandise at the class, while they are "in the mood."

6. **90% Buy Back Guarantee**—In your Beauty Consultant Agreement it agrees that if you decide to sell your product back to Mary Kay Inc, within a years time of purchasing it, the company will pay you 90% of what you spent (minus bonus product and business supplies.) Mary Kay Ash made this part of her marketing plan because she wanted all consultants to have a strong, successful, RISK-FREE start to their business.

As National Sales Director Dalene White has said so many times,

"You cannot open a store with a can of tomatoes and a five pound bag of sugar."

Likewise, you are operating at a decided disadvantage when you do not have enough products in your Mary Kay store to service your customers.