

## 6 Qualities of a Successful Beauty Consultant

1. They are busy people!
  - Know how to prioritize.
  - Excellent time managers.
  - May not have 10 hrs, but may have 10 min, 3 times a day!
2. They have more month than money!
  - Motivated to make more money.
  - Goal-oriented & ambitious.
3. They are not the "Sales Type"!
  - Not pushy, but informative.
  - Like people & repeat business from happy clients.
4. They don't know a lot of people!
  - Begin their business with family & friends for training.
  - People she meets won't have a pre-set opinion about her, and will see her for what she is at that moment.
5. They are family oriented!
  - Motivated by the needs of their families.
  - Don't use their families as an excuse, but as the reason to do well.
  - Want more for their families & want to present a good example to their children.
6. They are decision makers!
  - Sitting on the fence of indecision is very uncomfortable.
  - They know a good thing when they see it.
  - They realize that there's never a "perfect" time to begin something new.
  - They'll never know unless they try!

*\$100 may not change your standard of living, but it may change your life!*

**Invest \$100 to start your Mary Kay Business - get products worth \$410 retail value!!**



**Tools:**  
Starter Kit Bag  
(includes Organizer Caddy)  
Mirror with Tray, 4  
Disposable Trays, pk./30  
Facial Cloths, pk./30

**You are in business for yourself - not by yourself!  
I'm here to help you along the way.**



*Mary Kay  
Summer Pilot  
Program*



## Mary Kay Facts

- Mary Kay is the best selling Skin Care & Color Cosmetics brand in the US. Mary Kay is also one of the largest direct selling skin care and color cosmetics companies in the world.
- Mary Kay develops, tests, manufactures, & packages the majority of its own products at its state-of-the-art plants in Dallas & China. Mary Kay does NOT conduct animal testing for its products, & is a PETA pledge member.
- Sales & Marketing Magazines ranks Mary Kay one of the top 25 sales forces in the nation.
- Mary Kay has more than 2 million Independent Beauty Consultants worldwide, and spans its international presence to 35 markets.
- There are no Quotas, and no Territories!
- Mary Kay is a dual marketing program. It's not a pyramid or multi-level marketing plan. All orders for products are placed directly with Mary Kay. All commissions come directly from Mary Kay Inc.
- Mary Kay is activity based. You control what you earn & when to be promoted.
- To alleviate your concerns & allow you to begin your career with a free mind, Mary Kay has a 90% buy-back guarantee for all unused Section 1 product within one year of purchase.
- Unlike companies with 9-5 hours, an overtime & glass-ceiling Mary Kay allows you to always prioritize faith, family & career.
- The Mary Kay U.S. career car program includes more than 10,000 vehicles. In addition to the Pink Cadillac, the program features the Chevrolet Cruze, the Chevrolet Equinox, & the Toyota Camery.

## Summer Pilot Program

Try being a Consultant for a month or two, earn \$500 or more, and see how you like it! If you love it, keep going! If not, become a client again. Or reorder for personal use and buy your Mary Kay at wholesale price!

### How to get started:

1. Order your Starter Kit for \$100 (plus tax & shipping), and you will receive over \$410 worth of full-sized retail products to use as demos, and samples, books, and everything you need for your Summer Pilot Program.
2. Place a basic inventory order for \$600 (plus tax & shipping).
3. Book a "Grand Opening" with me, and invite your family and friends. An average party is \$300, and we'll book 5-6 future appointments.
4. You will hold your 5-6 appointments, and sell out your inventory. If you are enjoying your experience, and having loads of fun - keep going! If not, enjoy the profits, and become my special client again.

When you order \$600 wholesale, you will receive \$1200 retail product. Plus, your first order also qualifies you to receive an additional \$230 in FREE products! Your initial investment more than doubles in value!!

**What a great time to give  
Mary Kay a try!**

## Avenues of Income

**1. Skin Care Classes/Parties & Facials**  
• 50% profit. The highest direct sales commissions in the U.S. An average class is approximately \$300. Attendance range from 3-6 people & takes about 2 hours.

### **2. Reorders**

• 50% profit. An average customer using skin care plus a few glamour items will reorder approx. \$400 within the year.

### **3. Internet Orders**

• 50% of Mary Kay customers shop on-line. you receive a full 50% profit. A consultant is eligible to purchase her own business website (completely maintained by Mary Kay, Inc.) which will not only allow her customers to shop online, but any new customer inquiries will be referred to the registered consultant by zip code.

### **4. Team Building**

• Sharing the Mary Kay opportunity has always been considered a privilege. Through personally selecting her team members, a consultant is able to develop her leadership & management skills, while earning commission.

### **5. On-the-Go**

• By stocking her shelves with inventory, the consultant will be able to provide on the spot delivery, and quick customer service. Nobody wants to wait for beauty!