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Welcome to the Rocco's Rock Solid Unit!!!

Congratulations! You are in the threshold of an exciting new venture. The opportunities with Mary Kay Cosmetics are unlimited. As your Director, it is with sincere pleasure that I congratulate you on your decision to become an Independent business Owner and welcome you as an associate with our swiftly growing organization. Part of my job is to make you aware of these opportunities; but the decisions to take advantage of them are up to you.

Mary Kay herself often said "You can do everything right with the wrong attitude and fail to succeed, but you can do everything wrong with the right attitude and succeed beyond your dreams!" The first few weeks of your Mary Kay business can really set the pace for your future.

Included in your Starter Kit is a magazine, "Start Earning Now" this is your Key for immediate success! I strongly urge you to use this tool to help start scheduling and holding your first appointments; because what you lack in experience you make up for in enthusiasm! Although you'll have the opportunity to take advantage of continuous education in your Mary Kay business, activity will provide your greatest sense of learning.

As a new consultant I am so excited to extend a very special invitation to you; join me at three (3) of my classes/events, where I will provide you with "hands-on" field training; upon completing this training you will have the advantage of booking me for your grand Debut.

Our unit goal is to grow an organization of financially fit leaders who want to help others do the same. Therefore, I am selecting consultants to work with, for leadership positions. This is based on leadership skills that one demonstrates as well as the level of activity. This may be your time to shine as a leader in our area! This exclusive group is by invitation only; you may possess the qualities of one of the chosen few.

I love this business because we never stop learning and there are always opportunities to grow. One of the best opportunities I can offer you is the ability to shadow me in the field. If you are interested in this please let me know and I will make my current schedule available to you.

Congratulations on being part of our unit. The next step in achieving success is to attend weekly success meetings. Our success meetings are located at our Pink Studio in Hopewell Junction, NY, If you need alternate locations of success meeting please let me know. There is additional new consultant training available by phone. It has been proven that consultants that show up have a higher level of success.

I'm looking forward to working with you as your success coach.

Love and Believe,

Daria Rocco

About me and Our Unit:

- Joined Mary Kay in 1989 for personal use but instead found a career of a lifetime inside her showcase kit.
- Former career: Business Owner/ Entrepreneur/ Make-up Artist;
- Married to Joe since 1985
- "Work" at home, mother of three beautiful children: Tiffany, 25, Joe 24 and Frank 17, who were just infants, 13 months apart when I started;
- Is a Survivor;
- Has been a Star Consultant 53 quarters;
- Building a National Area;
- Looking to guide Consultants on the fast track;
- Earned eight free cars;
- Driving free since 1999;
- Has developed five offspring Sales Directors;
- has had 20 car earners in her future national area
- Achieved Honor Society;
- The \$ 200,000 Unit Club. \$250,000 Unit Club. \$300,000 Unit Club three times;
- Earned two trips from the number one National, Barbara Sunden, to the Dominican Republic;
- Was invited and attended to the Inner Circle retreat in Dallas, TX;

Things to know:

Mary Kay's Customer Service number is 1-800-272-9333. Use this number for any questions that you may have and they will direct you to the proper people at Mary Kay.

Log into www.marykayintouch.com with your consultant number and create your password and your free marykay.com email.

Once you are registered on marykayintouch.com take the tour. It's like a virtual office filled with full training, product knowledge, customer service, ordering and so much more.

Visit our unit website to get training, upcoming event information, Parties, New Consultant Orientation and more!!! www.ourpinkstudio.com

You as a New Member should try to schedule your orientation within the first 24 hours. You should also ask me what classes are available for you to apprentice with me since this is the best training I can offer you.

The first two keys to building a successful business is how to book your classes and how to coach your classes. Here is a phone training that is available. Listen as often as you like!

Call in **641-715-3900** and enter code.

Booking/Coaching is code 5292#

Coaching & Pre-profiling is code 5358#

Please take a few minutes to fill out this questionnaire and mail or fax it back to me as it will give me a good idea of how I can best help you in your new business.

NAME: _____

RECRUITER: _____

HOME PHONE#: _____ CELL: _____

E-MAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ Zip: _____

BIRTHDAY: _____ MARRIED (please circle one): YES NO

HUSBAND/ SIGNIFICANT OTHER'S NAME: _____

CHILDREN (please circle one) YES NO CHILDREN'S NAMES AND AGES:

1. Please share a little about yourself, your past work experience, and your family. Feel free to write on the back of this page if you like.

_____.

2. I'd love to earn \$ _____ weekly.

3. I am willing to put _____ hours into my Mary Kay business each week.

4. I am interested in moving up to a position of (circle one) :

Team Manager mid management

top 2% Director (with a career car)

5. What I intend to create with my Mary Kay business

is: _____

6. Some of my immediate goals and desires are: _____

7. What do you expect from me, you're Sales Director that will help you the most?

8. What is going to inspire you? _____

9. What would you like to purchase for yourself with your first three months profit?

Welcome to Mary Kay!

We are so glad to have you on our team. The goal is to help you have an amazing business.
I look forward to meeting with you and helping you build a great business.

Pink Dreams! *Your Mary Kay Director*

FIRST STEPS AS A NEW CONSULTANT

- _____ 1. Work on your “7 Day Wonder” Challenge which is located in this new consultant packet. Ready, set, sell!
- _____ 2. Attend **new consultant orientation**.
- _____ 3. **Enroll on In Touch** (the “mother ship”) at www.marykayintouch.com
- _____ 4. Get your own **Personal Web Page** (\$25 for the first year)
- _____ 5. **Sign your customers up for the mailing on InTouch..** And be sure to surf learn MK and check out weekly accomplishment sheet spot to start submitting your weekly sales for recognition and tax purposes
- _____ 6. **Decide on how you are setting your phone up. Key considerations are:** That you are the only one answering Mary Kay calls and pulling messages from your answering device/system. You want a professional way to answer your calls. Young children answering and/or walking away and leaving the phone off the hook... might not create the professional impression you are choosing to make! Children (and husbands) can be taught how to answer politely and to get you in a manner that will impress your customers (the mute button is great for this – “hold please”). You also don’t want to lose product orders or credit card information due to a family member “forgetting” to relay an exact message in a timely manner. There are several options for setting your phone up, too many to list, but here are a few:
 - Change the message on your home phone to “Hello you have reached the _____ residence and the Mary Kay business of _____. Thank you for your message or product order.”
 - Create a separate outgoing message using a second mailbox on your answering machine or phone company voicemail service.
 - Get a cell phone that is for business use. This way you are reachable no matter where you are and no one else has access to the messages left for you. This is a great option!
- _____ 7. **Set up a separate personal bank account** for your Mary Kay business.
- _____ 8. **Decide on inventory level.** This is something we will work together on to match your goals with inventory possibilities. As part of your training, I will go over inventory options and benefits but the decision is ultimately yours and I will train you in all the best ways to work your business whatever your decision (based on your goals). I will help you place your first order based on your decision.
- _____ 9. **Order your business kit from MK Connections.** You will want to set up your website and decide on your phone number prior to ordering your kit so that you can include this information on your business cards.
- _____ 10. **Set up a filing system** for all the papers that will be crossing your desk. I suggest a 3-ring binder with 3-holed punched, tabbed folders for each section. You can put handouts, printed e-mails, etc. in the folders and notes you take in each section on notebook paper. Some section topics might be product orders, contact information, scripts, class notes, promotional ideas, team building...
- _____ 11. **Set a date**, preferably within your first 2 weeks, for when you plan to begin holding facials and parties. Block out potential dates in your calendar and begin filling them in with appointments.
- _____ 12. Set up a time with both your recruiter and your director to **observe their skin care party**.

YOU ARE OFF TO A GREAT START!!!!
You will do great!



Win your first prize with *Mary Kay* by being.....

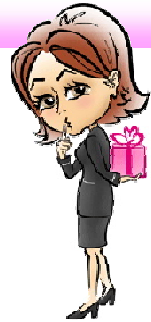
A "7 - Day Wonder"

Special Mystery Gift

Complete these 2 activities and it's yours!!

1. Simply sell 25 items from your Beauty Book or Look Book.
2. Using the sheets included in your 7- day wonder, share the facts with 5 sharp women and report their opinions.

You must fully read the "Avenues of Income" sheet to each person and ask them to completely fill out the "Have You Ever Pondered Pink" interview form. Then, return the 5 "Pondered Pink" sheets and "7 Day Wonder" sheet to my office to claim your mystery gift.



OR: Win This Gorgeous Sterling Silver Pink Ice Ring



Complete these 3 activities and it's yours!!

1. Simply sell 25 items from your Beauty Book or Look Book.
2. Using the sheets included in your 7- day wonder, share the facts with 5 sharp women and report their opinions.

You must fully read the "Avenues of Income" sheet to each person and ask them to completely fill out the "Have You Ever Pondered Pink" interview form. Then, return the 5 "Pondered Pink" sheets and "7 Day Wonder" sheet to my office to claim your Pink Ice Ring.

3. Place your first order of \$ 600.00 or greater (Wholesale. Section 1) in the same 7 days!

Activities must be completed within 7 days of your first orientation session to win. I believe you can do it!
Ring not shown actual size.



I am a "7 day Wonder" and I'm getting a Running Start!!

Name: _____ Director: _____
 Date to Begin: _____ Date to earn my ring: _____

Name of Customer	Phone Number	Item Purchased	Cost	Tax	Amount Paid Cash, MC, Visa, Check, Discover
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					
		TOTAL SALES			

I DID IT! Send me my Pink Ice Ring Size: _____

Sorry, no 1/2 sizes

Earn Your Pearls of Sharing Set



Share Mary Kay Company Facts with 3 Women and Win Your Pearls of Sharing Earrings



Share Mary Kay Company Facts with 6 Women and Win Your Pearls of Sharing Bracelet



Add your first new Qualified Team Member and earn your Pearls of Sharing Necklace.



Your Name: _____ **Phone:** _____

Address: _____ **City/State/Zip:** _____

Consultant's Name: _____ **Phone:** _____

Director's Name: _____ **Interview Date:** _____

TODAY'S AGENDA: I'll ask for information about YOU **Agreement Date:** _____

I'll share some information about ME

I'll cover some Mary Kay FACTS

I'll answer any QUESTIONS that you have

I'll get your DECISION regarding whether or not Mary Kay is something for you

1). Tell me a little bit about yourself. _____

2). Let me tell you a little bit about me: *Why I started my Mary Kay business*
What I love most about my Mary Kay business
Why I stay with Mary Kay

3). Now, I'll share some FACTS about Mary Kay (*whatever you usually share*)
Avenues of Income sheet or Mary Kay's recruiting notebook are great resources

4). What questions can I answer for you?

5). What did you hear that surprised or impressed you? _____

On a scale of 1—10, how would you best describe your interest level? _____

1— you're not interested. 10 — you want to give it a try (no 5's please).

What would it take to move your from _____ to a 10? _____

Call or email your Director with your prospect's Name, Number & Interest Level within 24 hours. She'll contact your prospect to thank her and answer any additional questions. Turn in a copy of this form to your Director immediately.

Mary Kay Avenues of Income

Our own In-Home Business . . . we call the shots!



\$\$ Classes

50% Profit on all Sales

Facial = 1 to 2 People / Class = 3 to 6 People
(our home or theirs)

Avg. income from "Forever Young" class = \$50/hr.

\$\$ Dovetail \$\$

15% - like a booking agent fee

\$\$ Reorders \$\$

50% Profit on all Sales

(again & again & again)

Basic Customer orders avg. \$200 per year
(replacing products when they run out)

\$\$ Team Building \$\$

Commissions

*Paid from MK's
profits . . . not from
Consultant*

- 4%** 1 to 4 Active Team Members
- 9%** 5 or more Act. Team Active Members
- 13%** 5 ordering min. \$200 wh. + own \$600 wh.

***\$50 Bonus for each new qualified
Team Member beginning with 4th***

\$\$ Career Car \$\$

White Chevy Malibu (loaded)

Mary Kay pays a huge portion of insurance too!

\$ _____ Car Payment
+ _____ Insurance Premium
= _____ *stays in family budget*



\$\$ Directorship \$\$

ALL of the Above and . . .

13% Unit Commission (13% on own orders)
13% Personal Team Member Commission
\$100 Personal Team Member Bonuses
\$300/3 Qual. New Unit Members
\$500 / 5 qualified Unit Growth Monthly Bonus
\$500+ unlimited Monthly Bonuses
\$100 Bonus each new qualified team member
Cars: White Malibu, Black Equinox or Black Toyota Camry, Black Ford Mustang or Pink Cadillac SRX or CTS

COMPANY PHILOSOPHIES

"God First, Family Second, Career Third"

The Golden Rule

"do unto others as you'd have them do unto you"

***The more people you help become successful
The more successful you become***

16 yrs. Mary Kay has been the #1 Best Selling Brand of Skin Care & Color Cosmetics in the United States

10% MK on less than 10% of cosmetics market

100% Satisfaction Guarantee for consumer

90% Buy Back Guarantee — within one year, if you decide Mary Kay isn't for you, you can return unused products for 90% of your cost

Mary Kay's consumer loyalty comes from our great relationship building business and typically the reason women stop using Mary Kay is because they've lost their consultant (MK Orphans)

Additional Sales Opportunities

Personal Customer Web Page & Preferred Customer Mailing

STYLES OF MARY KAY CONSULTANTS

You Choose the Style for You

1. CAREER: 30 to 40 Hours per week
2. FULL TIME: 20 Hours per week
3. PART TIME: 10 Hours per week
4. HOBBY: just for fun
5. SPARE TIME: when there is any . . . plus products for yourself, family & friends, etc.

Income potential is unlimited and it's matched by your efforts . . . when you do this you get that

Only required cost to start is \$100



<

Sales & Recruiting incentives are substantial for Sales Directors because Mary Kay wants them to keep their skills sharp so they can

"Have You Ever Pondered Pink?" Survey



Name _____

Phone # and best time to call _____

Your Consultant's Name _____

Did You Know?

- *Many women earn over \$100,000 in MK? Yes___ No___
- *Over 100,000 women have earned the use of a Career Car since the program's inception? Yes___ No___
- *Mary Kay does not conduct animal testing for its products and has signed the PETA Pledge? Yes___ No___

A Few Questions...

- Yes___ No___ Have you ever thought about doing something on the side to make extra money?
- Yes___ No___ Do you have all the flexibility you want?
- Yes___ No___ Do you feel you have the career of a lifetime and are paid what you are worth?
- On a scale of 1-10, where is your current interest level in having your own Mary Kay business? _____

Top Ten Reasons Most Women Begin Their Mary Kay Career ~ Which 5 Would Appeal The Most To You?

- ___ Flexibility ~ more personal/family time
- ___ Security ~ you keep what you build
- ___ No quotas or territories
- ___ No franchises or pyramids
- ___ Be your own boss and work from home
- ___ 50% Discount (profit) on all products
- ___ More money and financial security
- ___ Company philosophy ~ Faith, Family, Career
- ___ Prizes, recognition, and appreciation
- ___ Tax Deductions
- ___ Earn the use of a company car
- ___ Training and support
- ___ Career advancement at your own pace
- ___ Positive work environment

From time to time, my Director selects a small group of women from this survey to join us for coffee. If your profile is selected as one of the most outstanding would you meet with us? Yes___ No___ *Thanks for your input!*

"Have You Ever Pondered Pink?" Survey



Name _____

Phone # and best time to call _____

Your Consultant's Name _____

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No___

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Party with a Purpose Checklist

Hostess Name _____ Phone number: _____

Class Date _____ Class Time _____

Address _____

Directions _____

- ____ Booked (Send or give hostess info)
- ____ Preliminary Coaching (call to review hostess info)
- ____ Reminder card sent (confirmation note)
- ____ Telephone coaching (guest list)
- ____ Pre-profile guests
- ____ *Thank you* note after class



Guest Names /Addresses/Phone Numbers

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Pre-Profiled

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Referrals Unable to Attend

1. _____
2. _____
3. _____
4. _____
5. _____

- _____
- _____
- _____
- _____
- _____

Hostess Credit Goal:

Notes

There is Power in Pearls

I cannot wait to present you your set of Pearls! As a brand new consultant, part of your training is to listen to your director present the marketing plan to women you know. This way, when you are ready to move up, you'll know exactly what to say and how to do it.

Almost everyone in our Unit earns their set of Pearls within their first 30 days and I don't want you to be left out.



Share Mary Kay Company Facts with 3 Women and Win Your Pearls of Sharing Earrings



Share Mary Kay Company Facts with 6 Women and Win Your Pearls of Sharing Bracelet



Add your first new Qualified Team Member and earn your Pearls of Sharing Necklace.

WIN EARRINGS: Three interviews

Prospect Name	Number	Interview Date	Interest Level
1.			
2.			
3.			

WIN BRACELET: After the next three interviews !

Prospect Name	Number	Interview Date	Interest Level
1.			
2.			
3.			

WIN NECKLACE: Add one New Qualified Team Member within your first 30 days!

New Team Members: _____	Date: _____
Name: _____	Phone# _____
Address: _____	