

Candy Bar Marketing at your Skin Care Classes! TOO FUN!

THE CANDY BAR MARKETING AT YOUR SKIN CARE CLASS!!

This is a terrific dialogue for presenting the many benefits of having your own Mary Kay Business!!! (Thanks to Ex. Sr. Director Renee Hackleman)

Consultants: Use the following to present at your classes/facials AFTER the foundation is applied and BEFORE you begin your color segment of the class. You will use candy bars to represent each BENEFIT that you will briefly share about. I suggest you purchase the snack size candy bars & 10 pack gum and use a small gift bag or zip-lock bag at your class to hold 1 of each type of candy/gum. To save time, make up 5-10 complete bags of candy at one time so you are always ready for your classes!

Now, I would love to share some of the benefits of having your own MK Business! Please pay extra attention...we will have a test in just a moment! These are some of my favorite reasons why women have begun with our Company...and are having SWEET SUCCESS :

1) PAYDAY CANDY BAR: represents the \$\$ we can make in Mary Kay! What I love about this benefit is that ANY day can be a PAYDAY with this career! Some women like to have a PAYDAY once a month, some once a day! And, even really part-time, this career can come in handy with unexpected expenses by spending some time on the phone to create a PAYDAY!!

2) BIG RED GUM: represents the Career Advancement & Self-Promotion with our Company! Everyone starts in MK exactly the same way! It doesn't matter where you live, how old you are, what experience you bring to MK; any consultant can choose to MOVE UP at any time... no matter how long or how short she has been in our Company--she just has to look in the mirror and say.. I need a raise and I need a promotion!

3) ALMOND JOY: represents the JOY of having a career that offers personal growth and self-improvement. I often heard Mary Kay say this is a career that we get paid to have personal growth! Many women I meet love that this career allows them to build their confidence, overcome shyness and/or have personal growth!

4) 3 MUSKETEERS BAR: represents the 3 PRIORITIES that our Company is founded on: God first, Family second and Career third. I truly believe that most women seek to live their lives by these priorities; but often companies we work for, or businesses we are a part of don't hold this same priority! Mary Kay .. the lady...was so convinced in 1963 that this would be a foundation of how her Company was built; it holds true today...38 years later and makes our Company so very unique!

5) MILKY WAY BAR: represents that we have NO LIMITS in our Company--any woman can choose to advance as far as she wants to go. On the other side of that, we have NO QUOTAS...so any consultant can truly set her own goals, based on her personal situation at the time!

6) LIFESAVERS: represents our AWESOME PRODUCT - which is a lifesaver to so many women across the globe! This is the 8th year our Company has been named the Best Selling Brand of Skin Care in the NATION! Wow!

7) EXTRA GUM: represents the EXTRA's that are a part of having a business in the home! These include: tax deductions (lots of them--all legal!), getting to be your own boss, total flexibility, and getting your product at wholesale, just to name a few!

8) SNICKERS: represents the girl fun we have in Mary Kay! (girls do just want to have fun!) Many women are attracted to Mary Kay because of the awesome friends you make, and the opportunity to meet lots of new women...Can you really have enough good friends???

9) STARBURST: represents PRAISE and RECOGNITION! When was the last time you received applause & appreciation? (Usually it's when you graduated!) The first program in MK is our Quarterly STAR CONSULTANT PROGRAM--which allows any consultant to earn a great prize each quarter...just for working her business! It goes up from there; we praise people to success AND are rewarded with Cinderella prizes! (As Mary Kay often said...she wanted to give the gifts that every woman waiting for her prince charming to give...but he never came along!) So she did!!!

10) \$100,000 GRAND BAR: represents management and the chance to move up to a great income!! \$100,000 is the average pay to a sales director who has been driving a Pink Cadillac 3 years or longer!! Mary Kay says THAT is girl size pay!! Wouldn't you agree??

11) M & M's: represents Meetings & Motivation! Mary Kay is NOT a pyramid company, and not a get rich quick scheme...but it IS a terrific way to build a solid & valid business at your own pace, with lots of rewards along the way! What sets us apart is the ongoing training and support we receive throughout the lifetime of our MK careers!

Now we'll have our quiz! (hold up candy bar & ask what benefit each represents) Now...what I'd like to do is have you tell me YOUR favorite benefit, and I'll give you that candy bar!!! Who knows what they want? (Allow someone to go first, and then keep going until you've asked each guest to choose one and tell you why she picked that one)

Then hand out the 21st Century Woman PROFILE and ask them to quickly fill it out while they eat their candy (or chew their gum). You could have a quick drawing for a small gift such as a wrapped mini-fragrance sampler! Attach these profiles to your Weekly Accomplishment Sheets that you will hand in to me. I can help you follow-up!!!



21st Century Woman PROFILE



Name _____ Date _____
 Home Phone _____ Work Phone _____
 Current Occupation _____
 Name of Beauty Consultant _____

1. Of all the talents and abilities YOU possess, which of those below do you think best represent you? *(Circle all that apply.)*
- | | |
|------------------------------|--------------------------------------|
| A. Like working with people | F. Enjoy recognition & praise |
| B. Self-disciplined | G. Like to win prizes |
| C. Good money manager | H. Can make my own decisions |
| D. I persist and don't quit! | I. I like to be the leader |
| E. Like challenges | J. Like looking good/feeling healthy |

2. Below are a few reasons women choose to start their business with Mary Kay Cosmetics. *(Circle all that apply. Put a "star" by the 1 or 2 you REALLY like.)*
- | | |
|-----------------------------------|---|
| A. Extra Money | G. Personal Growth/Self Improvement |
| B. Priorities: God, Family Career | H. No Quotas, No Limits! |
| C. Our Awesome Product | I. The "Extras" - (tax deductions, be your own boss, product at cost, etc.) |
| D. Having Fun | J. Management |
| E. Praise & recognition | K. Career Advancement/Self Promotion |
| F. Support-"Meetings/Motivation" | |

3. On a scale of 1 to 10 (with 10 being the highest)...how interested are you in discussing facts about Mary Kay and how this opportunity might meet your personal needs?

1 2 3 4 5 6 7 8 9 10

If I could answer any other question about our company, what would it be?

THANK YOU FOR YOUR TIME & OPINION!



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