

# **My Mary Kay Journey...**

## **Begins**

*Insert pictures of you and your life at the time right before you became a consultant.*

# I Fell in Love With the Mary Kay Products!



**“If it’s FREE it’s for me!”**  
**&**  
**Special Gifts for HOSTESSES ONLY!**



*Insert a picture of you with your recruiter,  
tell how you met her, & what attracted  
you to the Mary Kay opportunity.*

**And so my MK Journey  
Began....**

# **My Mary Kay Mentors!**

*Insert pictures of you with your recruiter, your director, your national sales director or other MK mentors you've had. You could also include pictures of national sales directors from Applause magazine along with their paychecks.*

**Don't take advice from someone you wouldn't trade places with!**

# **My reasons for working my Mary Kay business...**

*Insert pictures of your "WHY". What keeps you  
motivated? What are you working for?*

**I believe money does NOT  
buy happiness, but it does  
buy CHOICES!!**

*Insert pictures of things you've used your MK  
money to buy or pictures of things you're  
working to buy with your MK money. Such  
as a picture of your dream home.*

# Being my own boss gives me lots of **CHOICES!!**

*INSERT PICTURES SHOWING YOU LIVING OUT  
ANY OF THE FOLLOWING THINGS BECAUSE  
OF MARY KAY. Flexibility, setting my own hours,  
Vacationing on my own timetable, day trips,  
weekend trips, long trips. If you haven't done any  
of these things yet, put picture of your dream vacation  
you will take with your Mary Kay money on your  
own schedule.*

**I am also able to make  
dreams come true for my  
family members and friends.**

*Insert pictures of things you have been able to do for your family members or friends because of Mary Kay. Or insert pictures of dreams you would like to grant with your Mary Kay money.*

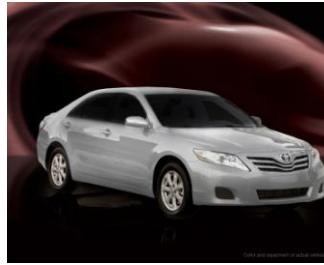


# Mary Kay gives us the **CHOICE** to earn a Free **CAR!!**

Consultant Car: Smoky Platinum  
Chevy Malibu



Director Cars: Silver Toyota Camry  
or Chevy Equinox



*Insert a picture of you with a MK car  
you earned or are working to earn or  
of your director or recruiter with  
her car!*



Director Cars: Pink Cadillac –  
DTS, or CTS



**Mary Kay has the largest fleet of cars on the road today  
next to the United States Government!**

**\$100 could change your life, make your dreams come true, and give you and your family more CHOICES!**



**If you have seen me work and think it would be something you would enjoy, let me know. I am building a powerful group of women who want more choices in their lives and are willing to work for it. I would love to talk with you more about how this business works, and how we get a new consultant started.**



If I were to wave a magic wand and I could magically give you extra income per month, how much would make you feel more comfortable? Once you tell me this number I can talk to you about how many hours that would take to earn.

(this is where you will talk about how you manage your time, work, church, etc and by busy people are the best because they are multi-taskers and see a lot of people

I Don't know who to sell to –

Do you know one person that would let you borrow your face to practice on? Talk about the hostess program, and how from every party you meet new people – give her live examples of how you've built customers.

I'm not the right type –

I don't think I'm a sales person – (Keep referring to your Director handbook guide on how to overcome objections ) Talk about how easy it is to sell and how even in a bad economy our sells actually flourish – we are selling a consumable product!

Last reason is Fear of change -

to have something you have never had before you must be willing to do something you've never done before – talk about what if you hadn't said yes – what if your director hadn't said yes - talk about what's the worst thing that can happen. Where would you like to be 5 years from now in your life?

Step 4: Closing Sheet – go over starter kit flyer and what she can expect the next month – pinned at meeting – meet with you and your director for new consultant training – wed night conference calls for security – takes 5 days to get kit – hold your first party with recruiter – but we do this all one step at a time. She just needs to feel secure and to know that she will have a plan.

Step 5: Do you have any other questions? With the proper training do you feel that you could learn to do what I do? Would you trust me to teach you?

Based on what you told me about yourself this is why I think you would be good:

If you knew you couldn't fail, because I am going to teach you everything I know, is there any reason why you wouldn't want to give MK a try?

If she says think about it – What I've found is that indecision causes stress – and there is too much of that going on in the world already – it's not my wish to put more stress in your life – so can we agree that by tomorrow night you'll have time to pray about it and make a decision? Yes or no either way is fine with me.....see what happens after 24 hours is it doesn't become your decision, it becomes the decision of what everyone else's opinion is if they should do it or not .....and it's not fair to you to put your life your future in somebody else's hands.

As soon as she says sure or yes – give her agreement and pen

Keep referring to Director Handbook for any other objections she may give you. Memorize Memorize Memorize – comes with practice – you'll get it!

## **Today we will be doing 5 things:**

- 1. I'll ask you to tell me a little about you so that I can get to know you better.**
- 2. I'll tell you a little about me and my Mary Kay journey.**
- 3. I'll share some reasons why some women decide to become consultants and the 4 main reasons people don't think they can join.**
- 4. I'll answer any questions you may have for me.**
- 5. After you hear all of that you will have enough information to know if this is something you would or would not be interested in ever doing.**

**Does that sound ok?**

Name: \_\_\_\_\_ Your Consultant: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Day Cell: \_\_\_\_\_  
 Best Time to Call: \_\_\_\_\_  
 Email: \_\_\_\_\_

Value?	Need?

# MARY KAY AND YOU

## Taking A Closer Look: Why Mary Kay is Right for You

Below are some of the reasons people choose Mary Kay.

Check 2 that appeal to you.

- |  |  |
|--|--|
| <input type="checkbox"/> Make New Friends            | <input type="checkbox"/> Opportunity for advancement |
| <input type="checkbox"/> Gain Self-Confidence        | <input type="checkbox"/> Flexible Hours              |
| <input type="checkbox"/> Improve my Appearance       | <input type="checkbox"/> To Help Others              |
| <input type="checkbox"/> Run My Own Business         | <input type="checkbox"/> Personal Growth             |
| <input type="checkbox"/> Earn Extra Income           | <input type="checkbox"/> Full-Time Career            |
| <input type="checkbox"/> Excellent Earning Potential | <input type="checkbox"/> Develop New Skills          |

## Making Time for Your New Career

Your Mary Kay career allows you freedom and flexibility to achieve your goals at your own pace. Your challenge is to use your time productively, so that everything that's important to you fits into your schedule. Part of your training and skills development as an independent Mary Kay Beauty Consultant is to learn how to effectively manage your time. By learning how to work smart, you'll soon discover that it's not how much time you spend, it's how you spend your time that's important. Fill in the plan sheet below with regularly scheduled activities, then see how a career with Mary Kay can fit in.

**If we only had 5 minutes,  
Questions:**

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*Insert in a sheet protector some real live examples of your weekly plan sheet. You should give a week of just reorders – what it would look like - and a week of parties, facials, etc*

# Tell me about you...

- Tell me a little about yourself & your family.
- What do you **VALUE** most in your life right now?
- What do you **NEED** most in your life right now?
- What do you like best and least about your current job?
- If you were in a position to change anything about your life right now, what would it be?
- What do you think your husband or family would say about starting your own business?
- Is there anything you can do today to immediately change your financial situation?
- What do you see yourself doing 5 years from now?
- **If I had 5 minutes to tell you everything I know about Mary Kay, what questions would you ask?**

# *Flexibility*

Would you like more control over your current work schedule? Are your priorities in life reflected in your schedule? Do the most important things like faith and family come first?

*Insert pictures of your family and friends.  
Put pictures of your kids in sports or other activities that you have been able to watch.  
On next page insert one of your weekly plan sheets with MK appts highlighted.  
The page after that should be Cheryl's weekly plan sheet filled in.*

Mary Kay's company philosophy is faith first, family second, and career third. We also run our businesses according to the golden rule. Would a work environment with these values appeal to you?



# Money & Income Potential

Do you know how I earn money as a consultant with Mary Kay?

*Paste a commission check here!  
One of yours or your director's.*

## 3 Avenues of Income in Mary Kay

### 1. Sale of Product - Skin Care Classes & Facials, Website Orders, & Reorders

50% Commission - the highest direct sales commission paid. Our product is consumable, like milk or bread, so reorders are a part of our income.

### 2. Team Building - Paid directly from Mary Kay Corporate

4% Commission on your first team member, 5 or more team members - 9% or 13% commission

### 3. Career Car Program - Choose the car or the cash!

Chevy Malibu or \$375 a month

Toyota Camry or Chevy Equinox or \$500 a month

Cadillac DTS or CTS or \$900 a month

# Friends

Would you love to expand your current circle of friends?  
Do you feel like you have a chance to really connect with positive women in your daily life?

*Insert pictures of you with your Mary Kay friends!*

# **Prizes and Recognition**

**Do you feel appreciated in your current career?**

**Do you win prizes?**

**How often are you recognized for your accomplishments and successes?**

*Insert pictures of prizes you have won or are earning or pictures of you being recognized at an event. Put pictures of STAR quarter prizes and seminar prizes.*



# Personal Growth & Self-Confidence

Would your life look differently if you could  
double the amount of self-confidence you have?  
How would it be different?



*Put pictures of yourself in your suit  
Or red jacket. Or pictures of you at  
MK events.*

# Tax Benefits

## **Tax Deductions and Benefits in Mary Kay**

- **Automobile Costs - Deduct mileage on your car for business-related travel.**
- **Telephone - your cell phone can be your main business line.**
  - **Office Costs - Deduct  $\frac{1}{4}$  of your mortgage, utilities, and internet since your home is your office.**
- **Entertainment and Travel - Deduct costs when used to support your Mary Kay business.**
- **Show Supplies - samples, cotton balls, starter kit, business use products, etc.**
- **Office Supplies - printing, postage, paper, pens, etc.**

## Other Advantages:

- No quotas
- No Territories - you can book, sell, recruit anywhere in the USA
- Full Training - Weekly, Monthly, Quarterly, and Yearly Training from the Company
- Family Security Plan - for National Sales Directors
- 90% Buyback guarantee

# Dual - Marketing Plan

It is important to understand how Our marketing plan differs from other plans. There are some very good direct sales companies out there, but there are also some that are NOT so good.

When comparing direct sales companies, a person should consider four things:

- A. Is the company a member of the Direct Selling Association and a member of the Better Business Bureau?
- B. Is as much emphasis placed on the sale of product as on recruiting?
- C. Do you have an unconditional money back guarantee on products for clients?
- D. Does the company repurchase upon a consultant's termination, products at 90% of the original cost?

We are not a multi-level pyramid. Each of us buys products directly from the company. There is only one wholesale "buy" and one direct "sale".

Our marketing plan is studied at Harvard, and is taught as the #1 plan for new businesses to pattern after.

*Put copies of the starter kit flyer  
in sheet protector to give to your  
potential recruit.*

# OPINION

## After hearing this information

All you can know is if this is something that appeals to you. If it doesn't appeal to you, we will appreciate and value you as a customer. However, if there is anything about what you heard that does appeal to you, I hope you will make a \$100 Decision to see if Mary Kay might be for you.

How do you make \$100 decisions? If you were at a mall shopping and saw something that appealed to you, would you take it home today OR go home, think about it, and go back tomorrow to get it? Well, that's the way we want you to make your Mary Kay decision too.

It's like a Wal-Mart decision. Did you know the average purchase from a Wal-Mart customer that gets a cart is \$137. If you could buy a Wal-Mart membership for \$100 in order to shop half-price the rest of your life...would you? Well, that's exactly how Mary Kay works...we just hope you get so much more.

So I know how to best work with you...which letter best describes you?

- A) Absolutely YES—I am ready to purchase my \$100 kit...do you take Discover?
- B) I'll "BE" decisive in 24 hours—Call me.
- C) Continue to educate me about Mary Kay by allowing me to be a hostess.
- D) Definitely not—I don't want to change anything.

If she answers...

- A) Submit e-agreement or complete paper agreement.
- B) Send her home with a Pro-Con/Sleep test sheet and a time to call to discuss sheet for her and to get her answer.
- C) Book a Date for her to be a hostess and send her home with a Pro-Con/Sleep Test sheet and a time to call and discuss the sheets.
- D) Thank her for her time.



# **Decision-Making Tools:**

## **1. Pro & Con List:**

**A. What's the worst thing that could happen if you do this?**

**B. What's the best possible thing that could happen?**

## **2. The "Sleep Test":**

**A. Fill out an application and submit your check.**

**B. Sleep on it and I'll call you tomorrow.**

# PROS

List the best possible things that could happen if you join our team?

# CONS

List the worst possible things that could happen if you join our team?