

# MARY KAY INVENTORY

## You have the choice in Mary Kay to service your customers in one of two manners:

- ❖ Deliver product to your customers as soon as they place their order. You carry product in your home that you have purchased in advance to sell to your customer.
- ❖ Customers place their product orders to you, and you in return accumulate orders to place an order to the company to service your customers for the products they need.

### A decision to purchase inventory depends on two factors:

**Resources** - Do you have the capability to make the purchase?

**Goals** - What level you choose should depend on your business goals.

The single most important issue involved with inventory is that you make a decision that you are happy with, so that you are able to focus on succeeding in your Mary Kay business. Either choose to carry inventory or place orders to the company to service customers, but either way...make a decision and be happy with your decision.

## BENEFITS OF HAVING INVENTORY ON HAND

- Higher Sales** Women want their products as soon as they try them. Your sales will be 50% higher if you carry inventory to give immediately to your customers.
- Less Returns** Women do not usually change their mind once they have the product in their hands. If they have to wait for product they can change their mind about their order due to money stress, or husband.
- Confidence** You are more likely to actively work your business if you have product on your shelf. You will feel like a professional and have more confidence in your sales ability.
- Motivation** Your inventory will motivate you to do your business when you lack self-motivation. Product sitting on your shelf will get you out there selling! It's instant cash!
- Increased Profit** You will see a profit quicker from carrying inventory. If you have to place orders, it takes longer to see profit. Also you can see a higher commission level from your sales, since you will need to order less often,
- Higher Reorders** If you are able to immediately service your customers once they run out, they will learn to depend on you. If you have to place an order to the company, they may look for another consultant who carries inventory.
- Less Delivery Time** If you have product on hand you do not have to revisit to deliver product and waste precious time traveling back and forth.
- Less Frustration** The consultants who do not carry products tend to get frustrated with their business and sometimes to the point of quitting. Not carrying inventory is one of the most common reasons for consultant dropout.