



Congratulations on your decision to become a Consultant! Not only have you joined “The #1 Best Selling Skin Care and Color Cosmetics in the U.S.”, but you are now a part of one of the best Future National Areas in all of Mary Kay!

I love this business because you never stop learning, and there are always opportunities to grow! Your **BUSINESS DEBUT (or 1<sup>st</sup> SKIN CARE CLASS!)** is where it all begins! This will get you your first sales, your first bookings as well as educate your friends and family about the product and the company. This will also be a learning experience for you. Pick a date today and start making your list of who to invite—invite everyone you can possibly think of and tell them to bring a friend!

The next thing you will want to do is make a decision about your **PRODUCT ON SHELF**. The decision you make about merchandising your business will be one of the most important decisions you will ever make in your career...if you treat Mary Kay like a business and stock it like a business, it will pay off like a business! You are not creating debt, you are making an investment! Remember that you can't sell what you don't have!

Another very important part of starting your business is **NEW CONSULTANT TRAINING CLASSES**. If there was one thing that I could require of new consultants is to participate in these trainings no matter what capacity you want to work your business! These will give you the basics of the business and the keys to success!

**SELECT YOUR FIRST TEAM MEMBERS!** You probably have your first 2 or 3 in mind. When you are making your list of all the people you are going to invite to the Business Debut put a star next to the ones you think would be good at this. Think of recruiting as a gift. This business has so many things to offer to so many people. I am so excited for you, and I care about your future with our fantastic company, and I am committed to ensuring your success. As always, I will match 100% of my time with 100% of your effort!

Be patient with yourself and just take it one step at a time! We'll move at your pace! Have a great start!

**These are the top 5  
most important things to do  
as you begin your business!**



1. \_\_\_\_ Go to [lorisleaders.com](http://lorisleaders.com) and click on “New Consultants”. Open and print your **New Consultant Welcome Packet**. This is the most important document to read at this time. Send out your Personal Website Announcement via email.
2. \_\_\_\_ Listen to Stacy James Inventory Discussion at [lorisleaders.com](http://lorisleaders.com) and have your Welcome Orientation with Lori. We will talk about your goals, discuss training, inventory options and choose a date for your Debut Class. (Talk to Lori before placing your first order. Placing your first order without all the facts could result in the loss of up to \$800 in free products.)
3. \_\_\_\_ Go to [www.marykayintouch.com](http://www.marykayintouch.com) to create your password, set up your MK email, MK website, propay account, and order business cards.
4. \_\_\_\_ List every woman you know with skin on the Initial Contact List - make a list of 50 or more women! This will be your guest list for your debut class. Put a \* by those whom you are most excited about sharing MK with!
5. \_\_\_\_ Open a separate checking account for your MK Business. Get a debt or credit card for MK use only.

**Unit Information**

Unit: Lori Kreh  
Area: Pearl Go-Give  
Top Trip Unit  
Circle of Excellence/\$650,000 Unit Club  
Cadillac Unit

**Director Information**

Lori Kreh – Future National Sales Director  
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Web Address: [lorisleaders.com](http://lorisleaders.com)

**Recruiter Information**

My Recruiter: \_\_\_\_\_  
Contact Information: \_\_\_\_\_

**Mary Kay, Inc**

Contact Center - For Independent Beauty Consultants Only  
1-800-272-9333  
[www.MaryKayInTouch.com](http://www.MaryKayInTouch.com)



# MK Training

## New Consultants

Attend the four specialized training sessions for new consultants at our weekly event. Complete the *Silver Wings Scholar Program* (MaryKayIntouch.com under the education tab) includes 15 great interactive lessons as you progress in your MK Career.

## All Consultants Million \$ Training Call

Sunday Nights. See [lorisleaders.com](http://lorisleaders.com) calendar for phone numbers.  
Time: \_\_\_\_\_ Phone: \_\_\_\_\_ Code: \_\_\_\_\_

## Weekly Success Events

Attend every week! Read important meeting details at [lorisleaders.com](http://lorisleaders.com).  
Wear a skirt. Work Smart – Make Money - Bring Guests!  
Week night: \_\_\_\_\_ Location: \_\_\_\_\_ Time: \_\_\_\_\_

## Annual Mary Kay Training Events

- Career Conference every March
- Seminar in Dallas every July
- Fall Retreat every October or November
- New Year Workshop every January

## EARN YOUR PEARLS OF SHARING

Within your first 30 days...



Select 5 sharp women to help you with your training. You and your director will make FIVE 3-way calls. (takes about 20 minutes) You earn your Pearls of Sharing Earrings!

Bring 5 guests to the Studio or your local center to earn your Pearls of Sharing Bracelet!



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# Communication Tools

I take my role as mentor and encourager very seriously and work closely with the Consultants who are “in my space!” The following tools are great ways for us to stay in touch so you can always get the training and support you need to head straight to the TOP!

## 5 PRIMARY COMMUNICATION TOOLS YOU WILL NEED TO HAVE IN PLACE FOR YOUR MARY KAY BUSINESS...

- Email**  
You will need a working email address that is checked daily. This form of communication is used to send written training and informational messages including schedules and announcements you need to know. If you are NOT receiving emails from me, please send me an email at: [lorikreh@gmail.com](mailto:lorikreh@gmail.com).
- Mary Kay Intouch Website — [www.marykayintouch.com](http://www.marykayintouch.com)**  
The intouch website is your connection to the company. You will use this site for training, retrieving necessary company information, and online ordering of Mary Kay products for your customers.
- Unit Website – [lorisleaders.com](http://lorisleaders.com)**  
All Unit related information is posted on this site. This site has been created and maintained for YOU!!! It is packed full of booking, selling and recruiting ideas, Unit Schedule of Events, Meeting Locations and special contests information.
- Weekly Accomplishments**  
Submitting your Online Weekly Accomplishments is another tool of communication with your Director. On your marykayintouch website, go to “Business Tools” and click on “Weekly Accomplishments”. Create the habit of submitting these every week, on the night before your Units weekly success event.
- Phone**  
When you do get voicemail please leave a lot of detail so we can communicate effectively!!!

# Understanding Inventory

“You can’t  
open a shoe  
store with  
only two  
pair of  
shoes!”

It’s a known fact that you will sell more when you know you have enough inventory. When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you’re afraid someone may want something you don’t have.

Set yourself up for success by borrowing at a low interest rate to purchase inventory at a profit making level. Isn’t it easier to shop at a big grocery store rather than a little convenience store?

If you’re wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies.

One major problem was trying to deliver merchandise after a two week lapse of time. She found that customers lost enthusiasm, and in many cases they completely cancelled the order, dismissing the hostess gift and casting a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

One of the greatest merchandising techniques that has put the MK Consultant where she is today is immediate product availability, so it is very important that you have an adequate supply of Mary Kay products at your classes, to deliver on-the-spot. At the skin care class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be “impulse buyers,” and will often purchase more when they know they can immediately take possession. With adequate inventory, you will:

1. Have a sales advantage. Many sales are missed because at the moment of the customer’s greatest desire, the product is not available. Clients often “cool” when they have to wait.
2. Operate efficiently. A well-balanced inventory ready for delivery tremendously increases the day-to-day operating efficiency of your business.
3. Avoid extra trips to deliver products to each of the customers who ordered at the class, saving time, money and gasoline.
4. Book more classes, resulting in an increase in your overall profit. (It’s hard to book a check-up facial if she won’t be using the product for two more weeks.)
5. Establish your team members’ confidence in you. If they know you have adequate inventory, they will follow your example. The results will be more confidence and enthusiasm, meaning greater success for them, too.

Remember: when an enthusiastic customer has to wait for a post class delivery of the merchandise she has selected, her enthusiasm wanes, and she may have second thoughts. You can avoid much time and effort by making sure your customers receive their merchandise at the class, while they are “in the mood.”

As National Sales Director Dalene White has said so many times, “You cannot open a store with a can of tomatoes and a five pound bag of sugar.” Likewise, you are operating at a decided disadvantage when you do not have enough products in your Mary Kay store to service your customers.

# Initial Contact List

To achieve a Power Start, you'll want to facial 30 customers within a one-month period.

Customer	Phone Number Email	Date of Appointment	Type of Appointment	Follow-up (Date)	Practice Interview (Date)
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# CHOOSE TO PROMOTE YOURSELF AND MOVE UP THE MARY KAY CAREER PATH!



## Sales Director!

### Future Sales Director/DIQ

8 active team members, 9 or 13% commissions, \$50 team building bonus, on your way to Directorship

Earn your 1<sup>st</sup> Mary Kay Career Car



### Team Leader

5-7 active team members, On-Target for your car, 9 or 13% commissions, \$50 Team Building Bonus

### Star Team Builder

3-4 active team members, The Red Jacket, 4% commissions  
Upon adding your second team member, you will qualify to order your prestigious RED JACKET from Mary Kay! By the time it arrives, you'll have added your third, and will have earned the right to wear it.



### Senior Consultant

1-2 active team members, 4% commissions

### Mary Kay Consultant – Congratulations!



## What are your Mary Kay Pins saying about you?

Your Mary Kay Pins are a representation of your incredible accomplishments in your business and should be worn with pride. However, be careful not to overdo it. Too many pins adorning your lapel can look cluttered and distasteful. A good rule of thumb is no more than 3 pins including your Mary Kay Logo Pin.

Your Ladder of Success Pin and Power Start Pin are always great choices.



Power Start



# Bookings Are the Lifeline of Your Business!

1. DO be enthusiastic...it's contagious!
2. Don't "chit-chat" or try to sell her on how great our products are. Once you book the appointment and share them with her, she'll find out for herself!
3. Always give people a choice between two times that fit your Weekly Plan Sheet (i.e. this week or next week, weeknight or weekend, 6:00 or 6:30)..they will choose one!
4. Call them and use these talking points. They hear your excitement & it works!

"Hi \_\_\_\_\_, this is \_\_\_\_\_. Do you have a quick minute? Guess what? (wait for her answer) I just started a brand new business! I just became a Beauty Consultant with Mary Kay Cosmetics!

So anyway, I'm calling to see if you'll let me borrow your face to practice on (wait for her reply). Great! I knew I could count on you.

Let me tell you the dates I have available so you can pick what's best for you. I have (date) or (date), at (time) or (time). Great!

As part of my training, I need to do 30 practice facials in the next 2 weeks. It is just as easy for me to do 4 at a time as it is one at a time. Who else can you think of who might be willing to let me practice on them at the same time? (Wait for her answer!! Keep saying, "anyone else" until she can't think of any more.)

If you put your guest list together with names & phone numbers and get it to me in the next 24 hours, I'll give you a FREE lip color, does that sound good?

Ok, now I need to ask you a few questions,..Is your skin Normal/Dry or Combination/Oily? Are you interested in trying Mineral Powder or Anti-Aging Liquid Foundation? I will be asking the same information from everyone on your guest list to make sure that I am prepared for their skincare needs!

One last thing, Thanks again for helping me out. I promise we'll all have a lot of fun!

## Book 8 to Hold 5

Book your first 8 practice classes to be held in the next two weeks and you will earn your Money Bag.

1. \_\_\_\_\_

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2. \_\_\_\_\_

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7. \_\_\_\_\_

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8. \_\_\_\_\_



# NEW CONSULTANT CHECKLIST!

## MAKE \$ AND EARN PRIZES TOO!!!

*Email Lori when you earn each prize!*



\_\_\_ 1. I have decided which level of inventory I want to start with and have placed my 1st product order – **I EARN MY MK MONEY BAG!**

\_\_\_ 2. I have made a list of at least 50+ names, made my Business Debut or Class invitations and shared my date with my recruiter/director. I have booked a time to call everyone I invited 48 hours prior to the event and also booked a time to call those who couldn't make it 48 hours after the event.

\_\_\_ 3. I have selected my Power Start 'dates' and I'm committed to achieving POWER START! Dates are \_\_\_\_\_ to \_\_\_\_\_.  
**I EARN MY CHA-CHA BRACELET!**



\_\_\_ 4. I have made 10 Hostess Packets (*Look Book, Hostess Card, Guest List, Business Card*).

\_\_\_ 5. I have made 10 Interview Packets (*Mary Kay CD, or # to hear Career Info 641-715-3900 code – 3176969#*), *piece of recruiting information or brochure, Business Card*)

\_\_\_ 6. I have marked my calendar with my "MK hours" and the training/events that I will attend.

\_\_\_ 7. I have watched the Skin Care Class DVD and listened to the CDs in my Starter Kit.

\_\_\_ 8. I have ordered business cards, set up my web site and Propay account. I've emailed Lori a cute headshot picture of myself. ☺

\_\_\_ 9. I have printed the Skin Care Class Outline (*lorisleaders.com*). I have made 30 copies of the *What Women Want Survey* and put them in a 3-ring binder.

\_\_\_ 10. I have done 5 practice interviews with my Director, I've had 5 guests to events and I've added my 1<sup>st</sup> qualified team member to earn my PEARL SET! (*5 interviews = pearl earrings, 5 guests = pearl bracelet, 1<sup>st</sup> qualified team member = pearl necklace.*)



\_\_\_ 11. I have reached my 1<sup>st</sup> Star Consultant status. **I EARN MY JEWELED CALCULATOR!**

\_\_\_ 12. I have completed my Power Start! **I EARN MY POWER START GORGEOUS RING!**

\_\_\_ 13. I have attended my first 8 success events in a row. **I EARN A PIECE OF JEWELRY!**



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