

Back to Basics:

3+3+3+1 = Power 10

In order to consistently perform and succeed in your Mary Kay business, we have what we call the 3+3+3+1 = Power 10 Formula:
3 skin care classes a week + 3 customer service a week + 3 interviews a week + 1 new customer a week

How do we apply the 3+3+3+1 formula?

MORNING: Plan and communicate for your next class.



- Prepare your "6 Most Important" List and have a positively polished morning plan.



- Then, book 3 classes per day. Booking is setting the appointment to share the product at a facial or a skin care class. You need to call 10-15 people everyday. This comes from your Contact List of 100 leads.



- Coach 3 classes per day. According to Independent National sales Director Kathy Goff-Brummett "You might say booking SETS the appointment and coaching KEEPS the appointment."

AFTERNOON: Time to go out and do what you do best!



- Do at least 3 skin care classes per week. Make sure to have at least ₹ 2500/class. The best place to get bookings is in your SKIN CARE CLASS.



- Provide excellent Customer Service. When it comes from the heart, it's for life. Ask for references.



- Team build the Mary Kay Way. Share the business opportunity with fairness and honesty.

EVENING: Share the Go-Give Glow of Sisterhood!



- Attend unit meeting, area event and company functions. Project a Mary Kay image.

Share Great Value products to connect with new customers



JOIN MARY KAY'S Red Jacket Reward Campaign

CHALLENGE PERIOD: AUGUST - OCTOBER 2012

new
quarter!

All our Independent Beauty Consultants are invited to join the Red Jacket Reward Campaign.

They should be:

- Team Leader, Future Sales Director or Director in Qualification in any 2 months of the quarter
- Add 6 New Recruits in a quarter
- Personal and Team Retail Production ₹ 75,000 in a quarter (Avg. ₹ 25,000 p.m.)
- All Recruits will be counted (Existing & New) for Production

Plus! Also avail the following benefits:

- Get a chance to attend the Red Jacket University - A half day exclusive training geared towards team building and developing expertise in skincare class. This will be conducted in 8 locations.
- Enjoy your Graduation Ceremony besides being rewarded with the certificates & MK Haute Red Bag



MK Haute Red Bag

TIMELESS TEAM BUILDING TIPS

WORKING WITH POTENTIAL TEAM MEMBERS

Are you still thinking of ways to work with and develop new members to your team? Here are some key questions you may want to use when working with and coaching your new team members. Remember to ASK, LISTEN and LEARN from their responses so you can better understand their needs and how to communicate with them.

WORKING WITH AND DEVELOPING NEW CONSULTANTS

- What attracted you to Mary Kay?
- What are some of your immediate goals and desires? Which goals would you like to accomplish first?
- What do you expect from me as your recruiter that will help you the most? What areas can I be of most assistance to you?
- How much money do you want or need to earn weekly in Mary Kay?
- What motivates you? Money? Prizes? Recognition? What Company prizes are you working for this quarter?
- Do you understand the Company rules and dates?
- Did you know you can become a Senior Consultant during the very first month of your career? Let's make a list of names of people you think would be good at this business, and if you want, I will help you build a team so you can enjoy all the rewards available to you.



GOLDEN RULE

CUSTOMER SERVICE



Mary Kay Ash said, "I truly believe that serving customers is one of the great factors that sets us apart from every other company. We are dedicated to serving our customers in the very best possible way."

We at Mary Kay are committed to provide Golden Rule Customer Service to all our beauty consultants.

Please find below the list of Golden Rule Customer Service initiatives that have been launched to help us offer you customer delight:

New Recruit Connect program – Out Bound calling from Outsource Call Centre

- Reconfirmation of address, Pin Code, Alternative contact number and email id of your new recruit so that we can ensure that all communication reaches them on time and they can have a **great Mary Kay career!**
- Welcome calls to your new recruits to confirm that they have received their starter kits and help them understand the contents of the starter kit and kick start their Mary Kay Career !

Complaint Management System:

- For faster resolution of complaints please send complaints at **Complaints.India@mkcorp.com**

Golden Rule Service Camp:

- During the Camp one Customer Service and/or one Operation staff will be present to take your complaints face to face
- The Complaints ID's will be generated immediately and shared with you
- The resolution of your complaint will be provided as far as possible same day and if not possible the same day then within 24-48 hours
- In case you want a Golden Rule Service Camp in your city then call at **0124-6784900**, or email at **fastresolutions@mkcorp.com**

Deregister your mobile from DND

As per the new TRAI (Telecom Regulatory Authority of India) regulations, we are unable to make any Calls & send any



SMS to mobile numbers that are on DND.

Please deregister by following a simple step:

SMS - START MARYKY to 9230002323.

AXIS BANK IS MARY KAY'S PREFERRED BANKER FOR CASH DEPOSIT FACILITY



AXIS BANK

Three key reasons why AXIS BANK is Mary Kay's preferred Banker to support us to offer you Golden Rule Customer Service

- Axis Bank's cash deposit slip captures Beauty Consultants Name and Consultant ID. This helps Mary Kay track the cash deposit paid by Consultant name and ID and immediately release your orders for dispatch.
- Axis Bank Branches are in most of the cities and towns in India. They have more than 1200 branches across the Country. This helps our Beauty Consultants in remote towns to also find a branch and deposit cash for her order.
- There is no limitation to the amount of cash deposited in Axis Bank.

(You will need a PAN ID to deposit more than Rs.49000). Beauty Consultants can deposit cash for their team members or unit members orders.

Good **for your lips.**
Good **for your world.**



Look good with shimmering shades that flatter any skin tone.

Feel good with the ultracomfortable formula that won't leave lips feeling sticky.

Do good by supporting others in your community.

**Calling for 2012
Queen of Hearts!**

MARY KAY
ENRICHING WOMEN'S LIVESSM

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