

A PROFESSIONAL IMAGE

As the new CEO of your business, you always want to project a professional image that will attract new clients to you. As a Professional Beauty Consultant, you will find that a polished, sharp image is the best way to market your new business.

Image – you’ve got to look like a million to make a million

1. Always dress for success. Mary Kay asks us to always wear a skirt or dress when conducting business. This is the only thing that she asks of us, so please respect her request. Make sure your hem line falls right at the knee line.
2. Wear nylons (keep an extra pair in your car) and closed toe heels (preferably black).
3. Wear your hair and nails in a professional, sharp style. If you haven’t gotten a compliment on your hair in the last two weeks, consider changing it. Wear Mary Kay nail colors and get sales as you get pampered!
4. Wear glamour. Your lip color and powder should always be fresh. A lot of us didn’t wear make-up when we first came into Mary Kay - so don’t worry. We will help you get your look, hooked!
5. Wear your Mary Kay pin everywhere you go. It is free advertising. Wear your pin and your Ladder of Success to every meeting.
6. Always project an appropriate and enthusiastic attitude. To our customers, we are Mary Kay! Always smile and give sincere compliments. Be honest and conduct your business with integrity.

Business Etiquette

1. Your answering machine should be professional. Call your machine and listen to it. Does it sound professional? Is your voice clear and understandable? Make sure you return all messages promptly.
2. Teach other household members how to answer the phone and take messages that concern your business. If the children in the house are not old enough yet to take a message properly, tell them to let the machine answer the phone.
3. Set business hours for your business and respect the working hours of other consultants. Just because you run a home-based business, does not mean that you are open 24 hours a day. Consultants should not call other sister consultants during peak calling times and/or family time (usually 7-9pm).
4. Mary Kay says “No Borrowing” of products between consultants. Each consultant owns and operates their own individual business. Borrowing product hurts both businesses and can get very confusing. Trading is discouraged, so isn’t it better to keep your inventory well stocked so that you are able to service your clients immediately?

Meeting Etiquette

1. Attend all meetings and events. The meetings are there for you and your success. Your Director and unit count on you to be there and it builds team spirit. Remember: If you had a good week, the meeting needs you. If you had a bad week, you need the meeting.
2. Wear your uniform. If you are a Red Jacket, wear the company-crested jacket, black skirt, black (sheer) hose, black (closed toe) shoes, and black or white blouse depending on your position. If you are a Senior Consultant (1-2 team members), wear a black, skirted suit with white blouse, black (sheer) hose, and black shoes. Consultants can wear a business suit or dress, or the company beauty coat with a black skirt.
3. Come on-time and ready to take notes. If you have a guest for the skin care class, be there early. Arrive at 6:20 PM so that we can start right at 6:30 PM. Make sure you bring all of the necessary skin care class supplies to service your guests – trays, profiles, showcase, washcloths, applicators, hostess & recruiting packets, etc.
4. Introduce your new business associates and guests with enthusiasm and positivity. Remember to focus on them and what makes them special. Also, during the meeting, do not engage in side chatter. It distracts them from hearing the information presented by the Director.
5. Turn in your filled out Weekly Accomplishment Sheet every week. Keep a record for yourself, turn in one at the meeting, and send one to your Director if you are an Angel.
6. Pay your monthly dues every first meeting of the month. We are so fortunate to have such a professional Training Center and your dues help to pay for parking, guest drawings, handouts, etc. It’s another tax deduction.
7. Recognition time – Keep it positive and keep it short. Put all of your enthusiasm into sharing your success with the unit and guests. Encourage and greet new people and guests. Enthusiasm is contagious and who knows who will catch it. It might be your guest!
8. Talk about recruiting in a tactful way. Remember that there are guests listening and observing very closely.
9. Leave children at home. They are wonderful, but remember, skin care classes and unit meetings are not the place for them. We are creating a professional environment. Set up childcare expenses and write it off at tax time.