

Note: Most Popular Set sheet mentioned on #7 below is found on www.pamkellyonline.com / training / new consultants

1st Order Checklist

Pam Kelly 11-11

IMPORTANT ... the 1st product order for your new consultant determines the amount of FREE product Mary Kay gives her! Since this **BIG BONUS** is only available ONCE EVER in her career, make wise 1st order choices! Make sure you have done a 3 way call with Pam so your new recruit doesn't miss out on **ALLLLLLL** the **FREEBIES!** :)



If it's FREE ... it's 4 Me!

Step 1: Choose which "store" she wants (\$100 - \$600 in FREE product)

\$600 FREE investment)	=	\$7,200 retail	=	\$3,600 wholesale (consultant investment)
\$500 FREE	=	\$6,000 retail	=	\$3,000 wholesale (consultant investment)
\$400 FREE	=	\$4,800 retail	=	\$2,400 wholesale (consultant investment)
\$300 FREE	=	\$3,600 retail	=	\$1,800 wholesale (consultant investment)
\$200 FREE	=	\$2,400 retail	=	\$1,200 wholesale (consultant investment)
\$100 FREE	=	\$1,200 retail	=	\$ 600 wholesale (consultant investment)

Step 2: Build her order using the Step 3 suggestions. Remember when you order on line, the computer calculates the ordered product at the retail amount and then takes off her 50% discount at the end! Therefore, you're building to the retail amounts shown above to ensure your new recruit gets ALL of her FREEBIES!!:

Step 3: Choose products from Section 1 using guidelines below:

1. Products already sold
2. Products needed for demos (not included in Starter Kit)
 - Microdermabrasion Set
 - Firming Eye Cream
 - Foundation Primer
 - Cream Eye Colors (Beach Blonde & Iced Cocoa)
 - Bronzer Compact filled with Desert Sun & Sandstone & Powder brush
 - 4 Lip Glosses (2 bronze / 2 Berry)
3. Products needed for personal IDIA (so she's a walking advertisement ... not using other brands)
4. Favorite products (you always sell MOST of your favorites)
5. Demographics ... what % under 35 (usually uses combo/oily skin care)
 - ... what % over 35 (usually uses normal/dry skin care)
6. Ethnic groups (% of each group in 1st 30 faces) ivory / beige / bronze (so you can order appropriately)
7. How many IDIA's do they want to have to "tempt" their clients? See Most Popular Sets sheet (on www.pamkellyonline.com) for "what to put in each pocket"! Remember ... when you show it, you \$ELL IT!

Dash Out Door IDIA "sets"

- IDIA Pocket #1 Sets A, B, C
- IDIA Pocket #2 Sets D, E
- IDIA Pocket #3 Sets H, I
- IDIA Pocket #4 Set G

Step 4: Order these basic business supplies from Section 2

1. Look books
2. Plastic bags (large & small)
3. MK logo pin for 1st recruit
4. Team building brochures
5. Agreements
6. Mascara samplers (3-4 pkgs)