

Training Packet



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Unit Information

Unit Name: Kathy's Queen Bees
Unit Number: JY37
Unit Website: www.kathysqueenbees.com
Company Division: Pearl Seminar
National Sales Director: Sandy Miller

Director Information

Started MK in January, 2004
Debuted as a Sales Director in July, 2008

Fun Facts About Your Director

Favorite MK Memory: Picking up my first Career Car with my family

My Best Asset: Listening to People

People would be surprised that I: Am a serious introvert

All-time Favorite Movies: Gone with the Wind & Rudy

I am Currently Reading: Leadership development books

Best Book I've Ever Read: The Bible

My Favorite Meal: A juicy cheeseburger

I usually order: Salads

My Favorite Time of Day: Evening

Hobbies: Reading, playing with my boys

I collect: Sons :)

If I could sing, I'd sing like: My sisters

My trademark expression: "Here's the deal..."

Best Advice I ever got: Only take advice from someone with whom you'd trade places.

Advice I'd give a new team member: Follow the proven plan!

My Mary Kay role model: All of the NSDs

My Mary Kay Seminar Goal is: To debut Offspring Directors

LET'S GET READY FOR FLIGHT...



Preparing yourself for your Mary Kay business is a lot like a pilot preparing for flight. They use many detailed CHECKLISTS. This is done in order to ensure a safe flight.

Success in your Mary Kay business is very similar. This workbook had been designed to help you prepare for your take off, flight and landing.

Checklists Include:

Checklist #1: While you are waiting for your Starter Kit to arrive

Checklist #2: Preparing Your Home Office

Checklist #3: After your product arrives

Checklist #4: Before and After your Business Debut

Checklist #5: Before your first party or facial

Checklist #6: After your first product sale, party, and/or facial

NEW CONSULTANT CHECKLIST #1

While you are waiting for your Starter Kit to Arrive...

1. **Take the odometer reading** on your vehicle. One of your biggest tax deductions is mileage!
2. **Respond to your welcome email**, letting me know that I am using your correct email address. We want to stay in touch :)
3. Like to text? **Send me a text** (with your name), and let me know!
703-953-0768
4. **Listen to the CHOICES CD** and share it with a friend! Bring that friend to your first meeting!
5. **Join me on Social Media.** Friend me on Facebook (Katherine Jordan) and join our unit group, Kathy's QueenBees. Follow me on Instagram (queenbeejordan).
6. **Purchase a 3 Section Spiral Notebook.**
7. **In Section 2 of your Spiral Notebook**, begin your potential customer, hostess, and team member contact list. (More details under "How do I develop a clientele" in Frequently Asked Questions.
8. **Log on to www.marykayintouch.com.** Enter your consultant number and create a password. Review the FIRST STEPS offers. There are lots of goodies waiting for you, including your Personal Website & your marykay.com email address!! Order your Business Kit!



Text or email me when you've completed All 8 Steps above to earn your Mary Kay Business Card Holder!



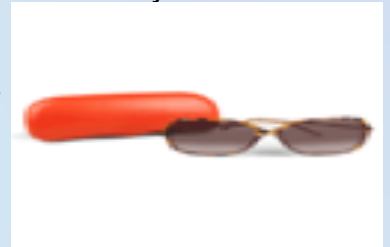
Keep your knowledge flowing...

When does my training start? Right Now :)

1. Click the Education Tab at the top of Intouch and Select Starter Kit/New Consultant tools. Start with NEW CONSULTANT VIDEO and work your way through each one. All are under 6 minutes!
2. Now that you have an overview, it's time to turn into a professional! SILVER WINGS answers questions you didn't even know you had! It's fun! It's interactive! It's at YOUR PACE! Want to earn a car, move into leadership or just earn a few extra thousand dollars for your family quickly? Hit SILVER WINGS hard and fast! The faster you learn, THE FASTER YOU MAKE MONEY AND MOVE UP! (Silver Wings is found under the Education tab).
3. Complete the ADVANCED COLOR CONSULTANT course! Under Products Tab and also self-paced! You'll be ready for all of those color makeovers once you complete this, and you get a special designation on your website :)



Text/email when you've watched ALL New Consultant videos, completed ALL Silver Wings Lessons & are an Advanced Color Consultant to earn your MK Sunglasses!



...your business growing...

How much product do I need and where will I get the financing?

1. Ten years in the business has taught me a lot about this important step. Listen to my advice
 - By meeting with me in person ASAP if you are local
 - By watching my short video on our unit websiteIf you will be making this financial decision with another person, make sure they listen/watch as well.
2. Go to www.thepinkplan.com and so a quick assessment. This will give you a good idea of how much time you will need to spend to make your desired income. This will also help in securing your financing.



Text/email when you've completed the 2 steps above, and we'll put your order together! When you're qualified, you'll earn your MK Money Bag!



...and the momentum going.

FREQUENTLY ASKED QUESTIONS

How do I stay motivated?

- Attend your weekly meeting. Miss 1, your business is sick, 2 it's dying, 3 it's dead!
- Plug into InTouch each day! Look under "MK NEWS" to keep up with current company info!
- Check for emails from me each day. Some contain simple and fast trainings!
- Listen to the CDs that came in your Starter Kit and the FREE audio downloads available!
- Remember: you become like the 5 people with whom you spend the most time. I would be honored to be one of the 5! Follow me on Social Media!

How do I stay focused and manage my time?

Start shifting your thoughts regarding time. There are 168 hours in a week. This is equivalent to 4 "traditional" work weeks! If you want \$300 profit per week, you will need 6-8 hours of Mary Kay time each week. To earn a MK car and move into leadership, you will need 15 hours per week.

- Purchase a 3 Section Spiral notebook.

Section 1: Master Weekly To Do List (from this, we will pull 6 items per day)

Section 2: Prospective customers, hostessed, and team members

Section 2: Notes from all your meetings and trainings

How do I develop a clientele?

You will build your client base the same way as beauticians, nail techs, doctors and other professionals do. They begin with family and friends, develop a good reputation, and word spreads.

1. Use Section 2 of your spiral notebook to create your potential customer, hostess & team member list. To help you gain perspective on how many people you have in your WIDE circle of influence, think in terms of creating an invitation list to a large church wedding. The average large church wedding in America sends out 150 family invitations, which encompasses 350-400 people inside those households. Don't limit yourself geographically (No territories), nor by how often you interact with that person. Start with your inner circle of friends and expand from there. If someone is in your phone or a social media friend, they should be on your list. EVERY PERSON ALIVE USES WHAT YOU SELL!
2. Add to this list each day as you meet or think of new people!

SAMPLE MASTER TO DO LISTS

SAMPLE New Consultant Weekly Master To Do List

6 Most Important Things To Do List is pulled from your master list each day (3 High/3 Medium)

HIGH (people)

Call/text/private FB message _____ (list 30 of the 150 names on your list)
using script for your Power Start (or 30 faces in 30 days) located in Welcome Packet
Invite 5 of your most supportive friends to attend your weekly sales meeting with you.
Call and research banks to compare rates for inventory.

MEDIUM (paper or process that supports people)

Checklist #2 "Preparing your home office"
Checklist #3 "After your product arrives"
Decide Business Debut Date (depends on product)
Print off invitations from Intouch.
Mail out or hand deliver 75 invites to have 15 attendees.



Low (delegate)

Once you decide each system, it can be delegated.

Sample Seasoned Consultant Weekly Master To Do List

6 Most Important Things To Do list is pulled from your master list each day (3 High/3 Medium)

High (people)

Follow up with hostesses for this week (list names). Pre-profile if she is a weak hostess.
Invite (list names) for weekly meeting or event.
Follow up or initiate booking with (list names)
Follow up or schedule interviews with (list names from recruiting layering sheet).
If a booking or interview attempt fails, see what product she needs.

Medium (paper or process that supports people)

Place product order.
Redesign table setting for upcoming holiday.
Decide on upcoming holiday specials & how they will be communicated.

Low (delegate)

Add profiles of new customers to Intouch.
Add sales tickets from previous week to Intouch (or paper system).
File receipts from week for taxes.
Fill outside orders from classes to be held next week.
Pack product to sell for classes.
Create goodie bags for classes/clean mirrors.
Assemble 20 hostess packets and 20 recruiting packets.
Label products, rotate new to back.
Follow up with customer service rotation calls to customers.



MORE MK REWARDS JUST FOR YOU

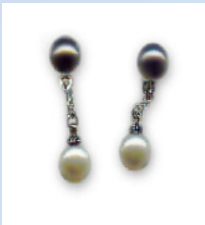
I want you to have a successful business, and I want you to earn rewards along the way! With every step you walk with purpose, you will come one step closer to that goal! Each time you reach a milestone, text/email me to receive your gift!



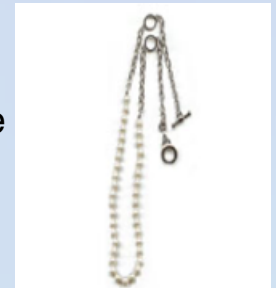
Power Start Charm: Earn your Power Start Charm when you complete 30 faces in 30 days and place your qualified order of \$600+ wholesale!



Power Start Plus Charm: Earn your Power Start Plus charm when you complete 30 faces in 30 days, place your qualified order of \$600+ wholesale, and add your first team member during the same 30 day period.



Pearls of Sharing: Earn your Pearl Earrings when you & Kathy complete 3 practice career chats in your first 2 weeks! Earn your bracelet when you and Kathy complete 6 practice career chats in your first 30 days. Earn your pearl necklace when you add your first team member in your first 30 days!



NEW CONSULTANT CHECKLIST #2

Preparing your Home Office...

1. Create a separate workspace for your business. This could be a separate room, or a corner of a room, in your home. THIS IS VERY IMPORTANT! A neat and organized workspace contributes greatly to a happy and healthy business owner.

- Desk
- Computer with Printer
- High Speed Internet or fastest bandwidth available in your area
- Shelving for your products (Book shelves, hutch, small linen closet with shelves, etc)
- Instead of file folders, try a paper organizer on or near your desk.
- Cell/home phone with large/unlimited minutes plan. Also, back up service in case you damage or lose your cell phone.

* *Optional:* Some consultants create a BRAIN BOOK that holds papers that they want to keep with them at all times. This would be a 3-ring binder with sheet protectors. This would also hold your spiral notebook.

* *Optional:* Start a Delegation Binder outlining systems that could be given to an assistant.



NEW CONSULTANT CHECKLIST #3

After your product arrives...

1. **Label your product with your product labels, especially skin care and skin supplements.** (Order the labels with the business kit from MK Connections.) I do NOT recommend putting labels on products that would be defaced by a label, such as lipstick, most color cosmetics, and fragrances.
2. **Use your name and address stamp to stamp all Look Books, Beauty Books, and team building materials.**
3. **If you have extra funds, consider the following from MK Connections:**



Rolling Tote



Insulated Wheeled Case



Insulated Color Case

4. **A fishing tackle box** (from Bass Pro, Wal-Mart or other fishing supply store) is perfect for eye shadows, blushes, etc. Also, good for samples. Take your product items with you to the store to check fitting.
5. Organize and **store product** both on office shelving and in carriers that you are taking to your appointments. Product can safely be carried in car trunk except in times of extreme heat or cold.
6. Discuss with your recruiter or director how much of each item to take to your appointments.



NEW CONSULTANT CHECKLIST #4

Before your Business Debut...

1. Follow the 2 page detailed checklist in this workbook.

After your Business Debut...

"If attitude determines 97% of a person's success, then follow up is the remaining 3%." NSD Linda Toupin

"A party worth booking is worth coaching." Mary Kay Ash

* Ideally it is BEST to privately facial a hostess a few days or a week prior to her party, especially if she has never had a facial or isn't currently using MK products. This helps you know what product she wants to earn and what gift she will choose for her PERFECT HOSTESS GIFT. (\$250 Sales/2 Bookings and 2 guests complete a Career Talk.)

Preliminary Coaching:

Some coaching will be given verbally during the debut, however, you will want to follow up with each guest 24-48 hours after your debut to:

(Refer to your hostess in all conversations as your "business partner"!)

1. **Review the guest list she gave you during the debut.** Encourage her to invite 10 per party. If she gives you 30 names, that is 3 separate parties. When she invites 10, an average of 6 will attend.
2. **Give her enough *Party Postcards*** to send to all the invited guests.
3. **Explain the hostess program to her again.** Figure the amount she will want to sell in order to earn her wish list of products for free. (Take the dollar amount and multiply by 5. That equals 20%.)
4. **Give her the words to say** when she invites her guests.
5. **Give her 5 order forms** and ask her to take orders from 5 people who can't attend.
6. **Coach her on refreshments.** Keep it simple!
7. **Send her a thank you note in advance** appreciating her for helping you in your business.
8. **Talk with her as if she is already one of your Top Hostesses** preparing her to be honored in your unit's quarterly hostess program.

Business Debut Checklist

Checklist to ensure you have a successful debut of your brand new Mary Kay business!

Purpose of the Business Debut:

1. To debut your Mary Kay store of products.
2. To show your family and friends you are starting a BUSINESS and will have the product to service them.
3. To debut yourself as a Professional Mary Kay consultant.
4. To book your first 60-90 faces.

_____ **Schedule your business debut** within your first 2-3 weeks of business. However, if this is not possible, then scheduling a business debut later is better than not scheduling one at all. **You will want to plan to have your product in stock before your business debut.**

_____ **Hold your business debut in your home**, preferably, because it is a warmer, friendlier environment. Church fellowship halls, civic halls, apartment club houses or a friend's home are alternate choices. Delegate the task of cleaning your home so your time may be spent on the telephone with your prospective guests and customers.

_____ **Invite all the people on your "Contact List"**. This should be a minimum of 75 people. (You can expect 15-20 to attend with proper follow up.)

_____ **Send out a minimum of 75 Business Debut Invitations**. Sending postcards and Facebook alone will **NOT** be effective. After you have mailed your invitations, plan to call each guest personally and invite them 24-48 hours before your event. (Use master invitation from Intouch. Print on card stock or send to printer. We get a discount at Fedex and Office Depot.)

_____ **Call each guest on your "Contact List" in Section 2 of your spiral**. Keep in mind that your friends and family are not coming to hear your director or recruiter. They are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your business debut, you'll either want to schedule an appointment with them and/or invite them to the next unit event.

Checklist for the day of the event:

_____ **Provide abundant refreshments**. You'll want to delegate the hosting/serving to someone special in your family or a close friend so you may be focused on helping your guests to schedule appointments and learn more about your Mary Kay business. Keep in mind some people will come just for food so be generous.

_____ **Mark your datebook** with everything that you have going on in your life. Then, highlight the times and dates that you have dedicated to your Mary Kay business. Indicate in your datebook your 4 **POWER START WEEKS**. (30 faces in 30 days)

Have the following supplies available:

_____ **pens and profile cards** on hand for each guest to complete as they arrive.

_____ **a money bag** with \$20 in change (1-\$5, 10-\$1, and \$5 in coins)

_____ **Look Books stamped with contact information.**

_____ **sales tickets and a calculator**

_____ Your recruiter/director will arrive 1/2 hour before the program. She will bring door prizes and help you set up the product display. She'll need a big table. You'll want to **arrange the seating** in a semi-circle in front of the table.

_____ Relax and have fun with your guests. Your focus should be to **schedule your 10-20 parties for your power start.** Let your recruiter/director fill orders and talk to people about the business opportunity.

_____ Have **enough Hostess packets prepared** to give one to each guest at your debut.

_____ Decorate a pretty poster board with 30 lines to book your Power Start at your debut.

Hostess packet should include:

Hostess Brochure

Recruiting Brochure

Mary Kay Look Book

Choices CD/Choices Evaluation

WHAT YOU CAN EXPECT DURING THE PROGRAM:

All the guests will introduce themselves, tell how long they've known you and their relationship to you, a bit about their family, work, hobbies, and what their experience with Mary Kay has been, if any.

Your Director or Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or party.

The recruiter/director will share her "I" story and her relationship with you.

Mary Kay Inc. will be introduced as a top beauty brand of facial skin care and color cosmetics.

No one will actually receive a makeover that day because that is what you'll be offering at their party. This is a show and tell type event.

At the close, guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and/or a party) and listening to a Choices CD.

Each guest will receive a Satin Hands Treatment when she arrives. Be sure to become familiar with the steps for this wonderful pampering system!

Satin Hands

Step 1. Squeeze an ample amount of Mary Kay Fragrance-Free Hand Softener into palm of hand. Massage cream into hands, between fingers, remembering the tops and palms of hands, too.

Step 2. Squeeze an ample amount of Mary Kay Satin Hands Smoothie Scrub into palm of hand over hand softener. Massage into hands, as before.

Step 3. Rinse hands thoroughly under warm running water and dry hands completely.

Step 4. Squeeze an ample amount of Mary Kay Hand Cream into palm of hand. Massage hand cream into hands. same as above.



NEW CONSULTANT CHECKLIST #5

Before your First Party or Facial...

1. **Travel with your recruiter or director to view one of her parties.**
2. **Review the *Beauty Book Skincare Script* and practice your skin care presentation by rehearsing in front of the mirror.** You also may want to watch the party video again, too.
3. **Practice setting up your table display and trays.** *"You never get a 2nd chance to make a first impression. When a guest walks in to your party, she should go "Wow!" when she sees how professional and pretty your table looks."* NSD Linda Toupin

- Color coordinated placemats or tablecloth or both
- Warm facial cloths

Want to win a guest over? Allow her to lay her head back in her seat, drape a slightly hot wash cloth over her face just before she removes the cleanser. Trust me. She will love you and your products.

- Roll-up Bag for display and close
- Starter Kit caddy with products for sampling
- PERFECT HOSTESS GIFTS in center of table (*Gifts of your choosing*)
\$250 in sales, 2 Bookings, and 2 guests listen to the opportunity
- Individual goodie bags for each guest, including:
Washcloth, headband, 2 cotton pads/balls, disposable mascara wand, lip applicator/sample, Profile Card, Pen, your business card, some candies
- Small, inexpensive BUT beautifully wrapped Thank you gift for the hostess
- Hostess uses brush set and gets personalized look

4. **Practice packing your cases to go to your appointment.**



NEW CONSULTANT CHECKLIST #6

After First Product Sale, Facial, and/or Party...

By entering each customer in the *myCustomers* business tool on InTouch, you are populating a database for future use in customer-related applications.

This step is very, very important.

1. Enter each customer's profile into my Customers at www.marykayintouch.com.

- A. Click on *Business Tools* (top of home page)
- B. Click on *myCustomers*
- C. Click on *Customer List*
- D. Click on *Pink NEW Button*

2. Enter each customer's sales ticket into myCustomers at www.marykayintouch.com.

- A. Click on *Business Tools* (top of home page)
- B. Click on *myCustomers*
- C. Click on *Customer Orders*
- D. Click on *Enter New Order* (top left corner of page)

3. Submit your WEEKLY ACCOMPLISHMENT SHEET online at www.marykayintouch.com.

Your MK business week ends on Saturday night at Midnight.

- A. Click on *Business Tools* (top of home page)
- B. Click on *Weekly Accomplishments*
- C. Click on *Enter Weekly Accomplishments*

*** Your director and recruiter are always excited to hear about your sales, facials, and parties.** Share your excitement on our Facebook page, Kathy's Queenbees!