

# CLASS 1

## IMAGE, ATTITUDE, AND VISION



### What Does Your Image Say About You?

Your image is one of your most important business assets.

Your professionalism ~ the way you conduct yourself and your business ~ is the key to the image you project.

1. Professional attire for all Mary Kay functions. For beauty consultants, this means black skirt or dress (knee-length or longer), white shirt, black jacket, and close toed or peep toed shoes (no sandals).
2. **Be the BEST** you can be! Ask your hair stylist about a new hairstyle if yours needs updating. Keep your hands and nails manicured. Don't use slang, smoke, or drink alcoholic beverages at any Mary Kay function.
3. Leave your problems at home. Your hostess doesn't need to know what went wrong today. Avoid drawing attention to yourself. Take the "you" out of parties; be there for your guests.
4. **Don't Criticize.** Refrain from blaming others or making derogatory remarks about other product lines.
5. Never make inaccurate claims or make promises on our products that are not true.
6. Disposable brushes and trays are used for sanitary reasons. Don't share or reuse them.

7. Arrive on time and don't stay too long! Be considerate of "time" for others.
8. Deliver all products immediately. Give your customers the best service possible.
9. Reward your Hostess with the products or gift she earned with her hostess credit immediately.
10. Honor the Mary Kay 100% Satisfaction Guarantee at all times.
11. **Stock your shelves to service your customers.** Plan ahead for your customer base. Don't buy products from other consultants or combine your order with that of another consultant. When you do, you cheat yourself and someone else. You could lose prizes, awards, recognition, active status.
12. Keep your starter kit and car as clean as possible.
13. **Remember the Golden Rule – Do Unto Others As You Would Have Them Do Unto You.** It will get you anywhere you dream!
14. Never call too early or too late unless you have been specifically requested to do so by a customer.

# Career Path At-A-Glance

**1**

**As an independent Beauty Consultant you could:**

- Earn profits based on retail sales
- Earn rewards to help you build your business

**2**

**As a Star Consultant you could:**

- Receive Special Recognition
- Earn fabulous prizes

**3**

**As a Senior Consultant you could:**

- Earn profits based on retail sales
- Earn a 4% commission on wholesale orders of personal team members

**4**

**As a Star Team Builder you could:**

- Earn profits based on retail sales
- Earn a 4% commission on wholesale orders of personal team members
- Receive a \$50 red jacket rebate
- Receive \$50 team building bonuses

**5**

**As a Team Leader/Future Independent Sales Director you could:**

- Earn profits based on retail sales
- Earn a 9% or 13% commission on wholesale orders of personal team members
- Receive \$50 team building bonuses
- Earn the use of a Career Car or select the Cash Compensation option

**As an Independent Sales Director you could:**

- Earn profits based on retail sales
- Earn personal team commissions of 4%, 9%, or 13%
- Earn 9% or 13% unit commission
- Receive a Personal Team Building Bonus \$100 or more
- Receive a Unit Volume Bonus of \$500 or more
- Receive a Unit Development Bonus of \$500
- Be eligible for Term Life Insurance Award and Disability Award Programs
- Eligible for Top Director Trips
- Eligible for "Big Girl" Rings and other prizes
- Earn the use of a Career Car or select the Cash Compensation option
- Eligible for Wellness Bonus

**As an Independent National Sales Director you could:**

- Earn personal team commissions of 4%, 9%, or 13%
- Earn personal Unit Sales Director commission of 13%
- Earn NSD commissions of 10% on personal unit wholesale
- Earn 9% commissions on first-line, 4% on second-line, 2% on third-line offspring units
- Earn \$5,000 bonus for development of new first-line Sales Directors
- Earn \$1,000 annual bonus for first-line sales Directors
- Earn \$10,000 annual bonus for development of new NSD offspring
- Continue to earn commissions on second-and-third line units affiliated with NSD offspring
- Receive a pink Cadillac with a choice of options or select the Cash Compensation option
- Enroll in the Family Security Program
- Receive extra incentive Bonuses too!

**In the Career Car Program, you could earn the use of a:**

- Grand Achiever (Consultant) Career Car
- Premier Club (Sales Director) Career Car
- Pink Cadillac (Sales Director and NSD) Career Car
- Or select the Cash Compensation option in lieu of any of the cars listed above