

# The Business Power Plan

Designed by NSD Pamela Waldrop Shaw

## You're a brand New Independent Beauty Consultant

**Now what?** As your Business Coach, I have an audio on my website, [www.dynettminter.com](http://www.dynettminter.com) to walk you through your next step as you make a logical, rational inventory decision. Your time management, immediate profit and cash flow depend on it. In addition to introducing the concept of Business Debut, Perfect Start/Power Start, and Enhancer Pins, the recorded message goes into the many benefits of choosing product on shelf and outlines some recommendations for finding capital to make the product investment. Make sure you listen to the CD first!

### Step 1 – Who do I know....

Make a comprehensive list of a least 75 facial/skin care class hostess prospects. No need to prejudge her response. The only requirement – **she must have skin!** Family, friend, work associate, acquaintance, church member, neighbor. (Also put an \* by every name you think would be great in this business – **Your** first team members!) Use the “Mary Kay Booking Contact List” sheet that is also on my website.

### Step 2 – It's Your Time, Invest It Wisely ...

#### I. The Skin Care Class

- \$250 average sales
- 3 to 6 people attending
- takes 2 to 3 hours

#### II. The Facial

- \$90 average sale
- 1 to 2 people attending
- takes 45 minutes to 1 hour

By Holding Weekly...	Gross Profit Weekly	Gross Profit Monthly
1 SCC & 1 Facial	\$170.00	\$680.00
2 SCC & 1 Facial	\$295.00	\$1,180.00
3 SCC & 2 Facials	\$465.00	\$1,860.00
3 SCC & 3 Facials	\$510.00	\$2,040.00

### Step 3 – How Many Faces ....

To determine the amount of product you'll want to consider having on your shelf, let's take a look at the number of faces you'll be working with. With your current schedule, if a Class takes 2 – 3 hours and a Facial takes 45 minutes to 1 hour, how many are you willing to fit into your week?

# of Classes weekly \_\_\_\_\_ X 4 Faces per Class = \_\_\_\_\_ FACES

# of Facials weekly \_\_\_\_\_ X 1 Face per Facial = \_\_\_\_\_ FACES

FACES WEEKLY \_\_\_\_\_

Now determine how many faces you will be putting the product on MONTHLY?

Total Faces Weekly \_\_\_\_\_ X 4 Weeks = \_\_\_\_\_ FACES MONTHLY!!

### ***Step 4 – How Much Inventory Do I Need?***

Refer to the **Ready, Set, Sell Brochure**. (Included in this New Consultant Package) Go through each package highlighting the # of faces each will cover. (With Product on Shelf, Time Management is EFFICIENT and CASH FLOW is **IMMEDIATE!!!** Based on my the projected # of Faces Monthly, I will need to invest in the

\_\_\_ Career 3,600 (36)      \_\_\_ Premium 2,400 (24)      \_\_\_ Enhanced 1,200 (12)

\_\_\_ Professional 3,000 (30)      \_\_\_ Superior 1,800 (18)      \_\_\_ Basic 600 (6)

\* (#) indicates the number of Travel Roll Ups that could be assembled

DOESN'T IT MAKE SENSE TO BE "ON PROFIT"?!

### ***Step 5 – Let's Make It Happen!***

1. Listen to the audio on [www.dynettaminter.com](http://www.dynettaminter.com).
2. Inventory Package Needed: \_\_\_\_\_
3. Find Investor Options:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
4. Call Dynetta with your DECISION ASAP and LET'S GET IT STARTED!!

***“Start writing your own success story today. Set your goals and hang on to them until they are a reality. You’ve got to believe in it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!”***

*Mary Kay Ash*