



Making a Product Decision



1. Listen to Dawn's welcome calls. The number is 641-715-3800 with an access code of: 48431#. Press 1 to listen to my New Consultant Welcome & Getting off to a GREAT Start Call and then Press 2 to listen to your New Consultant Options (having product on hand) call. Then call Dawn (814-397-5656) as soon as you have listened to the calls so we can go over them. There are time sensitive options that I need to talk to you about.
2. Make sure you have your Ready, Set, Sell Inventory Options brochure along with this packet when listening to the call.
3. Consider ordering products for yourself as well, the more products you use, the more confident you will be in selling them!

If you are wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies.

One major problem was trying to deliver merchandise after a two week lapse of time. She found that customers lost enthusiasm and in many cases they completely cancelled the order, dismissing the hostess gift and casting a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

One of the greatest merchandising techniques that has put the MK Consultant where she is today is immediate product availability, so it is very important that you have an adequate supply of Mary Kay products at your classes, to deliver on-the-spot.

At the skin care class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be "impulse buyers", and will often purchase more when they know they can immediately take possession. With adequate inventory, the advantages you will have are:

1. **Your customer does get to experience instant gratification. She gets to take home her purchase right away. And you can re-book her ON-THE-SPOT because she will begin using the products right away and you can schedule her follow up in 7-10 days... So YUP...more immediate bookings!**
2. **You will sell more when you have inventory, because the eye buys. And when your customers know they can have their products right away, they will buy more & it takes the questions of when do I have to pay you off the table.**
3. **Having inventory does save you time. You don't have to do deliveries later when you have the product right away.**
4. **Your customers don't experience buyers remorse and then change their mind. Because they have already paid for the product, you've handed it to them, and they have started using it. Whereas you order it and then have to wait for a week for it to come in and then something happens and they don't have the \$\$ and they change their mind and don't make the purchase at all.**
5. **You save \$\$ on shipping. We pay \$9.25 to ship 1 order and it doesn't matter if it's \$10 or \$10,000...we pay the same shipping so it makes sense to have inventory on hand so that you only have to pay for shipping once or twice a month instead of every time you sell something you pay that shipping.**
6. **It also makes you look more professional. Your customers will know that you have invested in their skin care & color needs and that you are taking your business seriously.**
7. **You also win consultant prizes from the company if you decide to invest in a STAR level of inventory. Which is a fun part of our business.**
8. **Your inventory purchase is backed up with our companies 90% buy back guarantee. So if you decided to get product on your shelf, you have 1 full year to try this business and see if it is for you. If it's not, you have a whole year to figure that out, you can send back any inventory that you don't sell and they will buy back any inventory you didn't sell and they will give you 90% of what you paid for it.**

"YOU CANNOT OPEN A STORE WITH A CAN OF TOMATOES AND A 5 POUND BAG OF SUGAR!"

It's a known fact that you will sell more when you know you have enough inventory. When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you're afraid someone may want something you don't have. Set yourself up for success by borrowing at a low interest rate to purchase inventory at a profit making level!