

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 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 inventory 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 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 in packet, print on card stock or send to printer)

_____ 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 want to either 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 to help you set up the product display and bring door prizes. 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 have 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 class.
- The recruiter/director will share her "I" story and her relationship with you.
- Mary Kay Inc. will be introduced as the #1 selling brand of Facial Skin Care and Color Cosmetics in the Nation!
- 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 party) and listening to a Choices CD.

Each guest will receive a Satin Hands Treatment when she arrives. At the right are the directions so you can become familiar with the steps for this wonderful pampering system!



SATIN HANDS



Step 1. Squeeze an ample amount of Mary Kay Extra Emollient Night Cream 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 Smoothie Hand Scrub into palm of hand over night cream. Massage into hands, same as night cream.

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.

NOW YOU HAVE SATIN HANDS!



Who should I invite to my debut?

In addition to the obvious — your immediate family, in-laws, cousins, neighbors, friends and work associates, what about the person.....

- from your old job?
- from school or college?
- you know from your favorite sport or hobby?
- from your child's activity?
- from your church?
- from community activities?
- from whom you rent?
- to whom you sold a house?
- that you met through your husband/significant other?
- who checks you out at the grocery?
- who helps you at the cleaners?
- that you met on vacation?
- who checked you in at your last hotel?
- who gives your child lessons?
- who cuts your hair?
- who fills your prescription?
- who leads the PTA?
- Girl/Boy Scouts?
- who works the desk at the health club?
- who booked your last vacation?
- who sells baskets? candles?
- who bought a house last on your street?
- who is your bank teller?
- who is your florist?
- who was your nurse at the office/hospital?
- who was your maid of honor?
- who is your cleaning lady?
- who you met in the grocery/bank line?
- who was the bride you saw in the newspaper?
- who is your child's/your friend's child's teacher?
- who is the secretary at your work/school?
- who sells you your clothes?
- who sells you your shoes?
- who sold you your glasses?
- who is the wait staff at your favorite restaurant?
- who you met at your last business luncheon?
- who helped you at the last jewelry store you were in?
- who helped with your last decorating purchases?
- the last salesperson to give great service?
- who did I miss?

Add your own!

CHOICES Evaluation Sheet

Name: _____ Current Occupation: _____
 Address: _____ St: _____ Zip: _____
 Phone #: _____ Office #: _____ Cell #: _____ Best time to call _____
 E-mail Address: _____ Consultant's Name: _____
 Spouse Name: _____ # of Children: _____

- | | | |
|--|-----|----|
| 1. Do you Feel you currently have a career of a lifetime? | Yes | No |
| 2. Do you have all the flexibility in the world? | Yes | No |
| 3. Are you being paid what you're worth? | Yes | No |
| 4. Do you have absolute control over career advancement, (Promotions)? | Yes | No |

CHOICES CD

1. What Story did you relate to the most?

2. Which fact impressed you the most?

Please choose two boxes that best describes you. (A first choice & B for 2nd choice)

<p><input type="checkbox"/> Results Orientated *</p> <p><input type="checkbox"/> Quick decisions</p> <p><input type="checkbox"/> Direct Style</p> <p><input type="checkbox"/> Achievement Motivated</p> <p>Values in Workplace:</p> <p>*Time & Effectiveness</p> <p>*Fast Worker</p> <p>*Power Influence</p> <p>Desires:</p> <p>*Management & Money</p>	<p><input type="checkbox"/> People Oriented *</p> <p><input type="checkbox"/> Intuitive Decisions</p> <p><input type="checkbox"/> Motivational Style</p> <p><input type="checkbox"/> Recognition Motivated</p> <p>Values in Workplace:</p> <p>*People & Relationships</p> <p>*Enthusiastic Worker</p> <p>*Inspirational Influence</p> <p>Desires:</p> <p>*Praise & Prizes</p>	<p><input type="checkbox"/> Family Oriented *</p> <p><input type="checkbox"/> Slow Paced Decisions</p> <p><input type="checkbox"/> Team Playing Style</p> <p><input type="checkbox"/> Security Motivated</p> <p>Values in Workplace:</p> <p>*Guidelines & Structure</p> <p>*Consistent/Steady Worker</p> <p>*Loyal Influence</p> <p>Desires:</p> <p>*Security and Benefits</p>	<p><input type="checkbox"/> Detailed Oriented *</p> <p><input type="checkbox"/> Analytical Decisions</p> <p><input type="checkbox"/> Perfection list Style</p> <p><input type="checkbox"/> Service Motivated</p> <p>Values in Workplace:</p> <p>*Organization & Excellence</p> <p>*Thorough/Precise Worker</p> <p>*Crucial-Thinking Influence</p> <p>Desires:</p> <p>*Flawless Performance</p>
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Your Mary Kay Business

Which of the following results of a Mary Kay Business would benefit you and your family the most?

R (CHECK ALL THAT APPLY)

- | | | |
|--------------------------------|---------------------------------|--------------------|
| _____ Children through college | _____ Pay myself what I'm worth | _____ Career Car |
| _____ Higher self-esteem | _____ Greater self-confidence | _____ New Career |
| _____ Products at cost | _____ Tax savings | _____ Extra Income |
| | _____ Positive Friends / Fun | |

On an interest level of 1 - 10 (10 being the highest) where is your current interest level in a Mary Kay Career?

1 2 3 4 6 7 8 9 10

Thank you for your time! Who do you know that would benefit from earning extra income?

Name: _____ Phone #: _____
 Name: _____ Phone #: _____