

The image features a rectangular banner with a black border. The background of the banner is a close-up, soft-focus photograph of pink roses. Centered on the banner is the text "MARY KAY" in a black, serif font, with a registered trademark symbol (®) to the upper right of the word "KAY". Below this, the words "New Consultant Workbook" are written in a bold, black, sans-serif font.

MARY KAY®

New Consultant Workbook



Welcome to my Unit!

Congratulations and welcome to Mary Kay Inc.
I am excited to be working with you as a brand new
Mary Kay Beauty Consultant.

Your journey in Mary Kay will be one of both personal and professional growth.
I want to encourage you, first and foremost, to be a good student.
A system of learning has been developed for you. Begin with this packet and
start earning while you're learning.

As Mary Kay is about building relationships, it may take time to develop your
business. Be patient with yourself as you build your customer base and never be
afraid to ask for a helping hand when you need one.
Mary Kay always taught that the only way you'll ever fail in this business is to quit.
So get ready to take the journey. Whether you sprint or walk, you'll be amazed at
what you can accomplish!

You are where you are in life by the CHOICES you have made or you have allowed
others to make for you. I am thrilled that you have chosen to work with me!

Independent Sales Director

Kim DeCovich

PS... Some people feel overwhelmed using this workbook while others live by it. I never had a workbook & I ended
up doing just fine. Whatever your style... just have fun & spread the joy!

UNIT INFORMATION:

Unit Name: DeCovich Dream Team

Area: Pearl Go-Give

Unit #: S462

9 Time Car Winning Unit

Honor Society Unit

Fabulous 50's Unit

Fast Fun Facts



Name: Kim DeCovich

Family: Husband: Matt ; Daughter: Ashley

Pets: Dog: Bentley (Yorkie), Cats: Zsa Zsa Kitty & Lola Kitty

Favorite Mary Kay Memory: My very first Seminar, sitting on the edge of my seat for 3 days!

People Would Be Surprised That I: I never met a flavor of Ben & Jerry's I didn't like.

My Best Asset: My ability to speak from my heart.

To Unwind, I: Curl up on the couch & watch old movies.

When I'm Worried, I: Book another Mary Kay appointment.

My Favorite City: San Francisco

Favorite Vacation Destination: Hawaii

All-Time Favorite Movie: Christmas Vacation/any inspirational or feel good movie.

I Am Currently Reading: John MacArthur, The Gospel According to Jesus.

Best Books I Ever Read: The Bible and "Feel the Fear & Do It Anyway".

My Favorite Meal: Ruth's Chris Filet Mignon.

My Favorite Time of Day: When the house is quiet.

Hobbies: Bible Study, Running, Weight Training, Organizing & Shooting

I Collect: Nothing-I eliminate clutter.

If I Could Sing, I'd Sing Like: Aretha Franklin.

I Am Motivated By: Mary Kay prizes and financial freedom!

Best Advice I Ever Got: Only take advice from someone that you would trade places with.

Advice I'd Give a New Recruit: Don't reinvent the wheel, just do what the book says.

My Mary Kay Role Model Is: My National Sales Director girlfriends.

I Describe Our Company As: A tool that builds self-confidence, self-esteem, and cash.

My Mary Kay Seminar Goal Is: To debut another Sales Director.

Sales Director Kim DeCovich

Kim lives in White Lake, Michigan with her husband, Matt. She has a daughter, Ashley, who recently graduated from Michigan State University.

She joined Mary Kay in 1996 while running a mortgage company and coaching skating. She left the mortgage business in 1999 to give her Mary Kay business her undivided attention. She debuted as a Sales Director in 2000. Working as a full-time director and full-time mom she quickly moved her unit into Fabulous Fifties status. She ran her business as a single mom for 8 years and loved the flexibility it allowed her with her daughter's school & sporting events.

Kim has over 150 consultants entrusted to her leadership. She has driven free, Mary Kay style for many years earning 9 FREE cars... including Grand Am's, Platinum Grand Prix's, a Chevy Equinox, a Pink Cadillac & a Ltd. Edition Black Ford Mustang!

Kim's career has brought her family a houseful of gifts and prizes including 8 diamond rings and 8 coveted diamond bumblebee pins.

Her highest honor has been winning the Double Star Achievement Award for the 2002, 2007, 2011 & 2013 Seminar Years!

Kim never personally met Mary Kay Ash, but she feels that she honors her every day by passing on her legacy to other women through the Mary Kay opportunity. Her passion is to build strong confident women in her unit!

Kim's mission:

To help other women reach their full potential through a Mary Kay career.

Business Address:

6043 Grass Lake Road, White Lake, MI 48383

Office (248) 698-3340

Email: **bizaboutbeauty@yahoo.com**

Unit/Area Website: **www.kimdecovich.com**

Website Password: **dream**

Let's Get Ready for Flight...



MARY KAY®

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 has 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...**When Your Starter Kit Arrives
- Checklist #4...**After Your Inventory Arrives
- Checklist #5...**Before and After Your First Parties
- Checklist #6...**Before Your First Party or Facial
- Checklist #7...**After Your First Product Sale, Facial and/or Party

Enjoy the journey!

Sales Director,


Kim De Covich



New Consultant Checklist #1

MARY KAY®

While You Are Waiting For your Starter Kit to Arrive...

- Send a picture of yourself to your director through email.** This will be used in her unit correspondence. Kim's email is: bizaboutbeauty@yahoo.com Please include your BIRTHDAY (month/day) in the email!
 - Create your Contact List**
This is a list of 75+ people you know. (Who would you invite to a big wedding? 300 invitations is average number for church wedding) Don't prejudge. You will invite these women to be your first practice faces for your Power Start. Put their names in Section 2 of your Spiral Notebook. Page 8 will give you a start.
 - Listen to our "Inventory Options" Hotline (641) 715-3900 Ext. 624912#. Then discuss your inventory options with your director.** Do your first order with the guidance and wisdom of your Sales Director. Hundreds of dollars of free products are only available with **YOUR FIRST ORDER**. Inventory placed within **48-hours of joining qualifies for maximum bonuses.**
 - Listen to our "POSSIBILITIES" HOTLINE (641) 715-3900 Ext. 31661#.**
Then share it with a friends. **(Prize Voucher #8)**
 - Purchase a 3 Section Spiral Notebook.**
 - Section 1 — Master To-Do-List each week
 - Section 2 — Prospective customers, hostesses and team members
 - Section 3 — Notes from training and meetings
- 
- Check out the Mary Kay InTouch® Web site at www.marykayintouch.com** to register for the limited-time offers available (may differ from below list). Check current & available promotions on the site.
 - 50% off a Mary Kay Personal Web Site with Shopping
 - Company Mailing OFFER**...Customer Brochure Mailings (this is very important. It is the beginning of your customer list)
 - Temporary** Business cards offer from MK
 - Complete your **Signature Look Questionnaire online** prior to placing your first qualifying product order for additional FREE Products.
 - FREE OFFER**...over \$600 in FREE Mary Kay Products available with your first inventory order.
MK CONNECTIONS can be found at www.marykayintouch.com
 - MK CONNECTIONS: FREE OFFER**...when you order your Mary Kay Business Kit from MK Connections (Business Cards, Products Labels, etc.) Be sure to establish your email & website address first. Then, **order your Business Cards**. You may also want to visit **www.vistaprint.com**. They offer 250 FREE Business Cards (*you pay approximately \$7 for the shipping*)... many styles to choose from.
 - SILVER WINGS TRAINING**...*If you chose not to use workbook - AT LEAST DO THIS!!!* **(Prize Voucher #2)**
 - Establish primary forms of Mary Kay Communication (Prize Voucher #6)**
 - Email Address (Send your Director an email to ensure you are on her distribution list)
 - Familiarize yourself with our unit's website (**this is a critical part of your on-going training**)
 - Visit **www.kimdecovich.com** / Password: **dream**
 - Connect with Kim on **Facebook** & request to join our **Facebook Group Page**
 - Attend your first Mary Kay Weekly Training Meeting with a Guest (21 or older).** **(Prize Voucher #7)**



MR CONTACT LIST

Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion, and allow you to practice on them. Write down literally everyone that comes to mind—people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

CIRCLE your FAVORITE 5 & share with KIM today!

<u>Name:</u>	<u>Phone:</u>	<u>Occupation:</u>	<u>Age:</u>
1.			
2.			
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30.			

Don't stop here... keep adding names :)



Who should I invite to be a Hostess?

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

These are the names that will be added to your contact list.

- 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's been on my mind lately?
- who did I miss?

Add your own!



New Consultant Checklist #2

Preparing your Home Office...

- 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 if available in your area, otherwise use the fastest bandwidth available.
 - Shelving for your inventory. (Book shelves, hutch, small linen closet with lots of shelves, etc.)
 - Instead of file folders for your papers and brochures, try a paper organizer on or near your desk.
 - Cell or home phone with large minute or unlimited plans. Also back-up service in case you lose or damage 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 and pocket holders. This would also hold your spiral notebook.

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New Consultant Checklist #3

When Your Starter Kit Arrives...

- Order your initial inventory store if you haven't already.**
- Schedule your 1st 5 Parties.** Check with your director on size of inventory necessary to support your parties. Typically a star order of \$1800 + wholesale will provide enough products to service those that attend and create some displays.
- Keep your Starter Kit Box.** It will make a great presentation one day when you tell audiences all over the world "What you found inside your Starter Kit Box".

IN YOUR STARTER KIT...

- Find 1st Steps Brochure.** Double check Starter Kit contents list.
- Put the dates of all Mary Kay trainings and Success Meetings in your Mary Kay Datebook** for the next 3 months.
- Begin carrying a Look Book & Sales Tickets everywhere you go.** Always be prepared to "show and sell". Sell 25 items from the Look Book in 7 days. *Complete Prize Voucher #5*
- Check out the Star Consultant Prize Brochure** that is in your Applause Magazine. Your product orders this quarter will help you earn those gifts.
- Watch the *Skin Care Class DVD* to see what a party *FORMAT* looks like.
- Begin reading the *Consultant Guide - Business Basics Workbook*
- Try all the Products in the Starter Kit.** *Complete Prize Voucher #4*
- Practice reading your **Beauty Book Instructor's Guide** OR **Flip Chart 2+ times** until you feel comfortable with the presentation.

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New Consultant Checklist #4

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After Your Inventory Arrives...

- Read a chapter a day from Mary Kay's Autobiography.** *(Came as a free gift with your first order)*
- Label your inventory with your product labels, esp. 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 tubes, most color cosmetics and fragrances.*
- Use your name and address stamp to stamp all Look Books, Beauty Books and team building materials.**
- If you have extra funds, consider the following inventory cases from MK Connections (or create your own using a wheeled case you already own).** While I think these MK carriers are wonderful, I do NOT personally own one. I've created my own product carrying system for much less money. In my experience... you may want to WAIT before you make a decision and/or ask to see what system other consultants use & like. I've included these photos to give you IDEAS & CHOICES.



Rolling Tote
(for starter kit and class supplies)



Wheeled Cosmetic Carrier
(for carrying inventory to classes)



Color Slip-on Case
(for carrying inventory to classes)

- 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 store to check fitting.
- Organize and store inventory** 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.
- Discuss with your recruiter or director** how much of each item to take to your appointments.



New Consultant Checklist #5

MARY KAY®

Before your first Parties...

- Confirm with Hostesses & keep practicing your Flip Chart (practice makes it flow).

After your Parties...

"If attitude determines 97% of a person's success, then Follow-up is the remaining 3%"

"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**. (\$200 Sales/2 Bookings and 2 Guests listen to Marketing Plan)

Preliminary Coaching:

Some coaching will be given verbally during the booking call. However you will want to follow-up with each Hostess 24-48 hours prior to her party to:

(Refer to her in all conversations as 'YOUR BUSINESS PARTNER')

- Review the guest list she gave you during the booking.** 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.
- Explain the hostess program to her again.** Figure the amount she will want to sell in order to earn her wish list products for free. (Take the dollar amount and multiply by 5. That equals 20%)
- Give her the words to say** when she invites her guests.
- Give her 5 order forms** and ask her to take orders from 5 people who cannot attend her party.
- Coach her on refreshments.** Keep it simple or if she loves to entertain let her be extravagant.
- Send her a thank-you note in advance** appreciating her for helping you in your business.
- Talk with her as if she is already one of YOUR TOP HOSTESSES**
- Facial your Hostess privately** a few days or week prior to her party.

For our 'tech savvy consultants' whose hostesses are all about the internet and social networking:

- www.marykayintouch.com
- Click on **Education** (at top of page)
- Click on **Hostess Program**
- Click on **Before the Party**
- Checkout the **Beaute-Vite** and creating the **Hostess's** very own **Party Webpage!!**
- Also view the terms of use for **Facebook advertising** in the legal section of the site.



New Consultant Checklist #6

MARY KAY®

Before your First Party or Facial...

- Travel with your recruiter to view one of her parties (or view a party at the studio).
- Practice your Instructor's Guide or Flip Chart again. This time, rehearse it in front of a mirror. (You might review your skin care class DVD again as well.)

Keep in mind that you will, over the next few weeks, 'rework the words' on your flipchart, personalizing it and making it your own. You want your presentation to be professional however at the same time fun and a reflection of your personality. If you 'fly by the seat of your pants' and do not follow the flipchart you may still have a successful class, However you just convinced the girl at the table who does not have your personality that she cannot do this. By using a flipchart (even one you have rewritten) your skill then becomes transferable to your future recruits.

- 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.

- Color coordinated placemats or tablecloth or both
- Dark colored wash cloths are preferred over 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
- Products you are sampling
- PERFECT HOSTESS GIFTS in center of table (*Gifts of your choosing*)
\$200 in sales, 2 Bookings and 2 guests listen to Marketing Plan.
- Individual Goodie Bags for each guest should include:
Washcloth, headband, mirror with tray, disposable mascara wand, eye and lip applicators, Look Card, Profile Card
- Thank-you gift for hostess in beautiful MK paper gift bag with tissue (\$1.00-\$2.50 item)
- Hostess gets a personalized Look from www.marykayintouch.com You may want to let her use the professional MK Brush Set for application too. Treat her like a QUEEN!

- Practice packing your cases to go to your appointment.





New Consultant Checklist #7

MARY KAY®

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

By entering each customer in the *myCustomers* business tool at www.marykayintouch.com 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 myCustomers at www.marykayintouch.com

- Click on *Business Tools* (top of home page)
- Click on *myCustomers*
- Click on *ADD a Customer*

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

- Click on *Business Tools* (top of home page)
- Click on *myCustomers*
- Click on *Customer Orders*

3. Submit your WEEKLY ACCOMPLISHMENT SHEET online at www.marykayintouch.com Your MK business week ends on Saturday night at midnight.

- Click on *Business Tools* (top of home page)
- Click on *Weekly Accomplishments* (see page 24 & 25 of this workbook)
- Click on *Enter Weekly Accomplishments*

4. Record your IPAs earned. At the close of each day enter the number of IPAs you have earned on your monthly IPA chart. (IPA chart is in the back of your New Consultant Workbook.) This will be turned in at the end of each calendar month to your director.

5. Record Information on your Focus Card. After each facial and class is booked, enter the names on your Focus Card. (A Focus Card is in the back of your New Consultant Workbook.) The Focus Card provides you with a check list that helps you work the appointment full-circle.

- ★ **Your director and recruiter are always excited to hear about your sales, facials and parties.**
You can easily give them a quick call or send an email to share your success!

POSSIBILITIES 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 |

POSSIBILITIES HOTLINE (641) 715-3900, Pin: 31661#

1. What part of the 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)

- | | | | |
|---|--|--|--|
| ⇒ Results Orientated <input type="checkbox"/> | ⇒ People Oriented <input type="checkbox"/> | ⇒ Family Oriented <input type="checkbox"/> | ⇒ Detailed Oriented <input type="checkbox"/> |
| ⇒ Quick decisions | ⇒ Intuitive Decisions | ⇒ Slow Paced Decisions | ⇒ Analytical Decisions |
| ⇒ Direct Style | ⇒ Motivational Style | ⇒ Team Playing Style | ⇒ Perfection list Style |
| ⇒ Achievement Motivated | ⇒ Recognition Motivated | ⇒ Security Motivated | ⇒ Service Motivated |

Values in Workplace:

- *Time & Effectiveness
- *Fast Worker
- *Power Influence

Values in Workplace:

- *People & Relationships
- *Enthusiastic Worker
- *Inspirational Influence

Values in Workplace:

- *Guidelines & Structure
- *Consistent/Steady Worker
- *Loyal Influence

Values in Workplace:

- *Organization & Excellence
- *Thorough/Precise Worker
- *Crucial-Thinking Influence

Desires:

- *Management & Money

Desires:

- *Praise & Prizes

Desires:

- *Security and Benefits

Desires:

- *Flawless Performance

Your Mary Kay Business

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

(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 | _____ Girlfriend time / Fun | _____ Extra Income |
| _____ Positive environment | _____ Create a "Plan B" | _____ Tax savings |

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 #: _____

DRESS for SUCCESS...

What to wear to all MK Appointments & Trainings



Our Company Founder, Mary Kay Ash asked two things of us...
(1) never break the Basic Skin Care Set, and (2) wear a skirt or dress to all Mary Kay Appointments and Events.



MARY KAY CONSULTANT

Dress or Business Suit, black or neutral hose when appropriate, and professional dress shoes. Mary Kay logo pin.



MARY KAY SENIOR CONSULTANT

Same attire as MK Consultant with MK Senior Consultant Enhancer.



STAR TEAM BUILDER

Black skirt, white blouse, RED Jacket with Star Team Builder Enhancer, black or neutral hose when appropriate, and black professional dress shoes.



TEAM LEADER

Same attire as Star Team Builder except Team Leader Enhancer is worn.



GRAND ACHIEVER

Same attire as Team Leader or Future Sales Director with Pin.



FUTURE SALES DIRECTOR/DIQ

Black skirt, BLACK blouse (DIQ only), RED Jacket with Future Sales Director Enhancer and scarf, black or neutral hose when appropriate, and black professional dress shoes.

WHAT ARE YOUR MARY KAY PINS SAYING ABOUT YOU?



Your Mary Kay Pins are a representation of your incredible accomplishments in your business and should be worn with pride. However, be careful not to overdue it. Too many pins adorning your lapel can look cluttered and distasteful. A good rule of thumb is no more than 3 pins including your Mary Kay Logo Pin. Your Ladder of Success Pin and Power Start Pin are always great choices.



Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would you be more likely to purchase-Clean or Dusty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.



CONSULTANT TRAINING

From time to time our training schedule **may change!!!**
Please visit our website for an **updated** list of training events:

www.kimdecovich.com
Consultant password: dream

We highly encourage you to attend ALL MK Events!

“GIRLS NIGHT OUT” EVENTS:

Bloomfield MK Studio

*Located in the Cross of Christ Church, Classroom #9
1100 Lone Pine, NW corner at Telegraph, Bloomfield Hills, MI*

From time to time, we also hold Consultant Trainings at local Biggby Coffee Shop locations and Kim's home. Events are always posted in our monthly newsletter, our Facebook Group, and on our website.

Register & bring a guest to our next “Girls Night Out” Event (Prize Voucher #7)

*If you live outside the Detroit/Metro Area,
we will locate a Trainer/Director in your local area so that you can also receive
training to get you up & running!*

This is the time your Director has set aside from her personal Mary Kay business to train YOU. The more events you attend, the more confidence you'll have as a Mary Kay Business Owner!

COMMUNICATION



Communication determines the healthiness of all relationships.

I take my role as mentor and encourager very seriously, and work closely with the Consultants who are “in my face!” I want to be sure you’re aware of all the great ways for us to stay in touch, so you can always get the training and support you need to head straight to the TOP!

THERE ARE 3 TYPES OF CONSULTANTS IN MARY KAY...

1. The **No-Time Consultant** buys the product for herself only at wholesale (50% off). She may NOT offer her discount to others (against policy)
** Weekly Tuesday Training Events available to all.
24/7 online training www.kimdecovich.com
Response to your contact within 48-hours
Assistance with initial order to the company.
2. The **Part-Time Consultant** works approximately 10-20 hours per week (depending on work habits). The Part-Time Consultant can earn a Mary Kay Car at this level. She also attends most Weekly Trainings & Company Events.
** Tuesday Trainings available each week, calls as needed each week, weekly email up dates and unit website recognition for your success/achievements!.
Response to your contact within 24-hours. Assistance with any orders
24/7 online training via unit website www.kimdecovich.com Password: dream
Working closely together to build your business. I match my time with your effort.
Additional training sessions when desired for Leadership Training
3. The **Full-Time Consultant** works 25-30 hours per week with the sky as the limit!
** Same as part-time, more focused training and education on Leadership and Mary Kay Advancement Programs. Product trade assistance when necessary.

This Consultant DOES NOT sell products!!!

** Please know the desire to change from one type of Beauty Consultant to the next only requires your activity level to go up or down. I’m here to assist you at whatever level YOU choose.

ACTIVITY LEVEL INDICATORS: (1) Weekly Summary Sheets turned in to Director
(2) Orders to the Company (3) Meeting Attendance (4) Director Contact

YOU hold this Opportunity in the palm of **YOUR** hand.

Whatever you request of it, AND the EFFORT YOU APPLY TO IT is what it will give
Mary Kay is not for the chosen few, but... FOR THE FEW THAT CHOOSE!



BEGIN WINNING NOW!!! NEW CONSULTANT PRIZES...

Get your Business off to a Super Star Start & Win Prizes! New Consultant Prize Coupons

You must submit coupons to your Director to claim your prizes!!!



Power Start Pin

Name _____

Earn your **Power Start Pin** when you complete 30 faces in 30 days and place your qualified order of \$600+ whl.

_____ I completed my Power Start by completing 30 faces in 30 days.
_____ My Qualified Order of \$_____ was placed on _____.

Coupon #1



"Silver Wings" Scholar Program

Name _____

Earn a special MK Prize when you complete the "Silver Wings" Scholar Program found online at www.marykayintouch.com ...Education Tab . Consultant Education . Silver Wings . 12 lessons

_____ I completed all 12 lessons!
_____ My favorite lesson was: _____!
_____ I feel most confident now about: _____!

Coupon #2



Mary Kay Money Bag

Name _____

Earn your Mary Kay Money Bag when you hold your **1st PARTY / Business Debut**. Money Bag color changes annually.

Date of Business Debut: _____ Adult Guests Present _____

Coupon #3

Try All Products in Starter Kit!



Name _____

I've tried all of the products in the Mary Kay Starter Kit
I have earned a special MK Mystery Prize

Coupon #4

I've Sold 25 Items in 7 Days!!!



Name _____

Earn a Mystery MK Prize from Kim!

_____ I sold 25 Items in 7 days creating sales of \$300 plus.

Coupon #5

Communication "Plug In"!!



Name _____

1. Let your director know your email address. You can use a home or work address as long as it will be checked several times a week. My Email address is: _____.
2. Go to www.kimdecovich.com (our unit's online training & recognition site). Consultant Password: dream
3. Friend Kim on Facebook & request access to our unit's Facebook Group Page. Then, post a fun comment in the group.

_____ **Complete all 3 and receive 1 MK Prize!**

Coupon #6

Special Bonus Gift



Name _____ Guest Name _____

Earn a special MK Prize upon attending
your first "Girls Night Out" MK Event with a Guest (21 or older).

Coupon #7

While you are NEW in Mary Kay is one of the BEST times to grow your team! Simply share the MK Marketing Plan with your favorite women! You are NOT required to train your team until you have 24 members... so, while your still in training, just share the FUN! All you have to do is ASK them to join Mary Kay just like you did! Their reason for joining may be different than yours. But, there's a reason for EVERY woman to join... if for nothing more than to support YOU as a brand new Independent Beauty Consultant! Simply ask them to listen to our HOTLINE. It's a 13 minute pre-recorded message that SHARES THE FACTS: **(641) 715-3900 Ext. 31661#**

Share "Possibilities" HOTLINE with 5 Prospects!

Possibilities HOTLINE



Names of 5 People who Listened to "Possibilities" Call	Date	Decision Yes/No/Maybe
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

I've earned
Kim's
favorite
MK Prize!!

Coupon #8

Do You LOVE Prizes?

Check out our unit's website for more current
prize promotions & challenges!

www.kimdecovich.com

Consultant Password: dream

We're all about winning "goodies" in Mary Kay!
Don't miss out on the prizes or the FUN!



Weekly Plan Sheet: Start by blocking out all the time spent at your job, school, church, family commitments, etc. Highlight the blocks where you plan to fit in your MK appointments. Share your plan with Kim! Then, call your contacts & fill your MK blocks with those names.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							

I would like more information about the following areas:

Booking _____ Obtaining Reorders _____
 Coaching _____ Closing My Classes _____
 Sharing The Opportunity _____ Skin Care Class Procedure _____
 Telephone Sales _____ Customer Service _____
 Preferred Customer Program _____ Business Management _____
 Other _____

Next Week's Goals

Amount of Sales \$ _____
 Number of Classes _____
 Number of Facials _____
 Number of Bookings _____
 Number of Interviews _____
 Number of Customer Calls _____

Preferred Customer Program Summary (Optional)

Spring Summer Fall Holiday (circle one)

_____ No. of customers enrolled in **current Preferred**
 _____ Customer Program
 _____ No. of customers contacted this week
 _____ No. of orders
 \$ _____ Total Preferred Customer Program sales this week

This Week's Hourly Earnings

Your Estimated Weekly Gross Profit \$ _____
 +
 Hours Worked = _____
Total Earned Per Hour \$ _____

New or Prospective Team Members

INTER-VIEWED (✓)	RECRUITED (✓)	NAME	COMPLETE ADDRESS

Focus on Income Producing Activities!



Consultant Name _____ IPA's for the month of _____

Report your IPA's to your Director at the end of each week so she can help you track your progress.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Totals	
One IPA for Each:																																	
Sales Meeting, Business Debut, Training, Conference Call or any other event you attend. <u>Add an additional IPA per guest.</u>																																	
Interview Yes, no or next step																																	
New Team Member 5 IPAs																																	
Sales, Booking or Recruiting call- 1 IPA per 3 (face to face or live call)																																	
Communication (max 5 per month)																																	
1 IPA each: Birthday cards, Anniversary cards, Thank you cards, Email (6 out of 7 days, Coaching Call with Director																																	
Qualified Class (3 IPAs) (\$200 and 3 guests)																																	
Facial (1 IPA) \$75 min.																																	
NEW Basic Set Sold (cleanser/moisturizer)																																	
Retail Sales 1 IPA per \$100																																	
New Customer with any size purchase																																	
TOTAL IPA'S FOR THE DAY																																	
Monthly Totals																																	

Monthly IPA Total: _____ Monthly Qual. Classes Held: _____ Monthly Basics Sold: _____ Monthly Sales to Customer Total: _____