Welcome to Your Future in Mary Kay!

Your Mary Kay® Family Tree:

Unit Number: KP22
(you will need this number when picking up order in Cypress)

Your Director is: Patty Bennett
Email: pattybennett@marykay.com

National Sales Director:
Cristi Ann Millard

Seminar Affiliation: Emerald
Welcome to my Team

Let’s get started...

1. Complete your contact list.
2. Mark your date book with 3 appointment times in the next week.
3. Learn the following script. Be excited!
4. Be ready for their objections (they’re to be expected).
5. Schedule a time to call (a 2 hour block of time, maybe 7-9 pm)
6. Stay at it until you get all 3 scheduled!

Please follow this Step by Step – this is MOST important to your success! Do not skip a step! Do this immediately!

Below is a script to help you get going:

“Hi____, this is _______ calling. Do you have a quick minute? You’re not going to believe this, I’m starting my own business teaching skin care & make up artistry for Mary Kay! I’m so excited! I’d just love to get your opinion of the products. Is there any reason we couldn’t get together? Would Thursday or Saturday be better?” (DO NOT STOP UNTIL YOU GIVE HER A CHOICE OF TIMES) She chooses & then you say:

(Turning the facial into a class) ”By the way _____. I can do several faces as easily as one. When you have a couple of girlfriends join you, you could actually get $75 in product for just $35! I’m going to send (or drop off) a packet that will explain everything. So go ahead & start inviting.” If she is very excited, continue with, “Let me share a secret about inviting friends, instead of saying..I’m having a Mary Kay party, do you want to come? Try, saying....I’m having a FREE pampering session at my house & the Mary Kay consultant would love to get my opinion of the products & she’s allowing me to share it with a couple girlfriends. I know it will be a lot of fun. It’s by reservation only, can I count on you?”

WORKING THROUGH BOOKING OBJECTIONS: LISTEN to the objection – CLARIFY what she says – ACKNOWLEDGE the concern & OFFER the solution.

• TOO BUSY: “I understand ______, you know, I’m a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time – you’ll never have to go to the mall again for your cosmetics. I can save you $$ too! Which would be better for you, ______ or ______?

• NO $$: “I understand ______, are you aware that Mary Kay is a third to half less than anything at the department store and you never even have to pay full price for our products. We have discounts & lots of ways to get it free, we even have No Interest Payment Plans! Plus, there’s no obligation to purchase. I’d just appreciate your honest opinion. Which would be better for you, ______ or ______?

• USE CLINIQUE (or another brand): “Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn’t like Mary Kay at least as well, if not better than Clinique – I’d love to get your honest opinion – is there any reason you couldn’t compare your ______ to Mary Kay? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, ______ or ______? Offer the item FREE when she brings a friend! You might also ask, “May I ask you what (Clinique) products you’re using?” (Often it’s just a lipstick or blush.)

• I TRIED MARY KAY ONCE & BROKE OUT! “I’m sorry you had that experience – may I ask how long it’s been? (Explain product changes) ______, may I ask you what you mean by “Broke Out”? Was it blemishes? (Wrong formula) or little red itchy bumps? (A “sensitivity to” possibly one of the products – doesn’t mean she can’t use the whole line – some people have a “sensitivity to” milk or strawberries) Is there any reason we couldn’t work together to find the perfect program for you? Which would be a better time for you, ______ or ______?

SHE STILL RESISTS: “Tell you what – Here’s my card, if you ever change your mind will you give me a call? I’d love to be the one to show you our products!” OR “Here’s my card, if you know of anyone who would like to try our products, would you pass it on?” ALWAYS LEAVE WITH A ‘YES’.
Mary Kay Contact List

Make a list of every person you know that has skin! 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, work with, previously worked with, relatives, relatives of relatives, neighbors, church friends, business associates, etc. If you were having a wedding, who would you invite? Write down: Name/address/phone:

1. 
2. 
3. 
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25. 
26.
Now, go back through your list. Put an * by anyone who you would like as a team member. Don’t pre-judge! Then, share that list with your Director, and tell her a little about each person!
1. **SUGGESTIONS BEFORE THE DEBUT**
   - Talk to your Independent Sales Director about your business debut.
   - Decide when and where you will hold your business debut.
   - Make a list (on the contact sheet) of at least 50 people to invite.
   - Copy the Ribbon Cutting Ceremony or print professional copies from the FedEx Kinko’s DocStore. Please note: The Company grants all Mary Kay® Independent Beauty Consultants a limited license to duplicate this document in connection with their Mary Kay® businesses. This item should not be altered from its original form.
   - Mail your invitations to announce your business debut at least two weeks prior to the event.
   - Consider serving light refreshments like iced tea and/or cookies.
   - Consider having door prizes and products to sample. Here are a few suggestions to consider for door prizes:
     - A personalized skin care consultation
     - A customized color look
     - Discount on first order
     - Product samplers
   - Call your guests two to three days before the event to remind them of your debut. (pre-profiling)

2. **SUGGESTIONS AT THE DEBUT**
   - As guests arrive, invite them to experience the Satin Hands® Pampering Set.
   - Ask guests to fill out a Customer Profile.
   - Welcome everyone and thank them for coming.
   - Ask guests to introduce themselves and tell each other how long they have known you and what their relationship is to you.
   - Briefly tell your personal “I-story” and then share your Perfect Start or Power Start goals.
   - Explain the advantages of having a Mary Kay® Independent Beauty Consultant to your guests: personalized service; customized beauty advice; fantastic skin care and color products delivered right to their door; convenient shopping anyway they like it: online, in person, by phone or at a party; great gift-giving service.
   - Let them know they can “try before they buy” with you and enjoy a 100% satisfaction guarantee.
   - Remind them they can earn free products when they hold a class or party for you.
Let guests know you are ready to schedule appointments and pass around your datebook to the group.

Close with a heartfelt thank-you.

Hold the drawing for door prizes.

Pass around Beauty Books and copies of The Look, and invite guests to look at the products and enjoy refreshments. Let them know they are welcome to place orders before they leave or book a class or party with you.

Give the hostess brochure to guests who book a class or party.

3. SUGGESTIONS AFTER THE DEBUT

Send thank-you notes to everyone who attended, and include your business card. Make sure to visit MKConnections® to order your personalized Company approved business cards and other business gear.

Follow up with everyone to invite them to schedule a personalized beauty appointment or schedule a skin care class or color party.

Make sure to enter your Customer Profile information into your myCustomers® tool on www.marykayintouch.com. This helpful tool assists you in managing your customer base, track sales and discover selling opportunities. While you’re at the site, you’ll likely want to explore the Preferred Customer Program and discover how it can help you build your customer base and stay in touch with your customers consistently throughout the year.

Record your sales in your Online Weekly Accomplishment Sheet on marykayintouch.com is due every Monday by midnight!

Deposit your sales into your MK checking & savings accounts. Remember, if you are not “on profit (full store)” then part of your profit will go toward building your full store. Not everyone can come into MK with a full store but there is no reason you cannot build to a full store by running a clean business (do the 60/40 split).

Quickly reorder any products you did not have on hand at your debut to fill orders expediently or place an order to replace the products that you sold.

Write a quick thank you not to everyone who attended your business debut.

Last, but VERY CRITICAL...Call all your guests who could not attend you Business Debut!

Say something like the following, but make it NATURAL TO YOU & KEEP IT LIGHT! Don’t take yourself too seriously! Say, “Susie Q, hey, this is Leah….do you have a quick second? Well, I am so sorry you missed my business debut...we had a great time...we missed you...everything went great! I wanted to let you know about my first goal...to practice on 30 faces in 30 days! I get this really beautiful silver & diamond ring once I have practiced on 30 faces! I would love to borrow your face and get your opinion of our products! So, is there any reason why we couldn’t get together? What’s best for, this week or next week?” **After you book a day and time with her say, “When you have at least 2 friends attend your appointment with you, you qualify for discounts! Is there any reason why you wouldn’t want to have a few friends attend your appointment with you?” **If you get voicemail say that you have a really important question to ask & leave it at that! Don’t ramble on about your goal!
The Mary Kay Marketing Plan

MARKETING
♦ No territories! You can take your business with you when you travel! AND write off a portion of the trip!
♦ No quotas! You have complete flexibility to work when you want without having weekly sales quotas. You get out what you put in!
♦ Golden Rule/Priorities! Mary Kay® allows you to put your faith, family, and career in that order! Run your business and treat people as YOU would want to be treated!
♦ Equal Opportunity Advancement! You are your own boss so YOU decide when you want a raise! Efforts = results!
♦ No ceiling on your income! Mary Kay® has more women earning over $100,000 per year than any other company in the country!
♦ Recognition and Self-growth! Until you have attended a meeting this may not make sense to you, however, many women have totally changed their outlook on life due to the praise and recognition they receive at their Mary Kay® meetings! The positive outlook and training is a benefit to all who join us!
♦ Our company has been named as one of the 100 BEST companies to work for 3 times and in the top 10 for women!
♦ Mary Kay Ash was recently named the Most Influential woman of the Century!

INCOME
♦ We make 50% of everything we sell!
♦ 1st avenue of income is our skincare class! 4-6 people. Average sales about $200 for 2 hours of work! In your first year, holding 1 class each week you can average over $3500 profit your first year! Keep in mind this is working less than 3 hours a week!
♦ 2nd avenue of income are facials! 1-2 people. Average sales: $100 for 1 hour of work.
♦ Our products are consumable—our reorder business becomes a huge portion of our annual income. In your first year holding 1 class each week, retaining 85% who spend average of $125 in reorders will give you over $6000 profit in reorders alone!
♦ Recruiting bonuses! Based on team building, you can earn commission checks ranging from 4-13%! We are a DUAL marketing company—this means ALL commissions are paid by the company! This commission begins with your very first business partner!
♦ Car Program! Yes! You can earn a car in your first 4 months of joining Mary Kay! This is based on selling and recruiting, building a team! 85% of insurance is paid, along with tabs & license fees!
♦ Tax Deductions! Wouldn’t you LOVE more legitimate tax deductions? Mileage, gas, childcare, gas, electric, etc.—all deductible!
♦ Moving up the Career Ladder-More commissions and bonuses are paid to those who move into management with the company! Our National Sale Directors can retire with an unbelievable retirement plan! Life insurance benefits for management too!

MISSION STATEMENT:
To enrich the lives of women!
To reach out to the heart and spirit of women!
To promote personal growth and fulfillment!
We will carry out our mission in a spirit of caring, living the positive values on which the Company was built!
As Mary Kay Ash said, “A leader has two important characteristics: first she is going somewhere; second, she is able to persuade others to go with her.”

**The Mary Kay Marketing Plan**

**Beauty Consultant – Mary Kay® Pin**
This beautiful pin is presented to you at a special Ceremony by your recruiter or director at your very first Unit meeting as a Mary Kay® Beauty Consultant. You will earn 40% - 50% on your sales.

**Senior Consultant – Enhancer**
You are presented with your Senior Consultant Enhancer and a tape from Mary Kay® as soon as you have your first active recruit. This beautiful enhancer encircles your Mary Kay® pin. You will now be earning 4% commission on your team members’ monthly wholesale orders.

**Red Jacket Pin**
You go “on target” for your Mary Kay® Red Jacket as soon as you have your second active team member; thus, you are awarded your Red Jacket Pin. You may order your prestigious Red Jacket!

**Senior Consultant – Enhancer/Crested Red Jacket**
You will earn your Star Team Builder Enhancer as soon as you have three active recruits. Plus you will receive a $50 Gift Certificate from Mary Kay Cosmetics that goes toward your official Red Jacket which you now have the right to wear. You continue to earn 4% on your team member’s monthly wholesale order.

**Team Leader – Enhancer**
The Team Leader Pin is awarded to you when you have reached Team Leader status with five active recruits. Your commission increases to 9% or 13% and you earn a $50 cash bonus for each new, qualified team member. At Team Leader status you have the privilege of going On-Target to earn the use of anew platinum Chevy Malibu.

**Future Director – Enhancer & Scarf**
With eight active recruits you earn the title of Future Director and can, if you choose, enter the qualification to become a Sales Director.

**Sales Director – Sales Director Suit**
Having completed qualifications to become a Sales Director you accept the additional responsibilities and privilege of mentoring other women. Your commission increases to up to 26% and your team building bonus increased to $100. In addition you can earn unit production bonuses of $500 to $5000 per month.

**National Sales Director**
When you have assisted other women in achieving their dreams and goals and have the qualifying amount of offspring Sales Directors, you can earn the position of National Sales Director. Mary Kay® National Sales Directors are the highest paid women in America earning an average $300,000 per year.
Company statistics show that 97% of successful Mary Kay® car drivers and directors attended success meetings EVERY WEEK to build their businesses. Invest in yourself to get yourself as far as you deserve to go!!!

MARY KAY ACADEMY - BECAUSE SCHOOL IS NEVER OUT FOR THE PRO!
Every Monday Evening: 7:00 pm – 9:00pm and One Saturday a month from 10am-12
Location: Training Center: Radisson Hotel
4545 MacArthur Blvd, Newport Beach, CA
We also have meeting at the Holiday Inn
2932 E Nutwood, Fullerton, CA
Cost: $5/meeting or $15/month to help pay for the hotel and supplies

ATTIRE: Professional – Skirt, Suit, Dress.
Please no pants at any Mary Kay® Professional Function.

New Consultant Orientation takes place each Monday for four consecutive weeks.
Your training will include
1. Booking and coaching your appointments properly,
2. Selling and class procedure,
3. Getting organized and money management.
4. Team building and the 4-point recruiting plan.

Each session, offered on a rotating schedule at Mary Kay Academy, is essential for your success! Once you have ‘graduated’ from this, you will attend the Advanced Training sessions. Consider every Monday as an opportunity to bring guests!

Mary Kay Academy Advanced Training:
Meetings begin promptly at 7:00 pm and are always guest oriented (arrive by 6:45 to prepare for guests). Utilize your Monday meetings for staying connected, planting seeds of recruiting with guests and selling product! That is time management at its best! Working full-circle all in one night! Please be sure to advise your guests that the dress is professional.

Check the calendar at www.unitnet.com/cristiann for schedule changes and additional information.
The following is from Debbie Fraser, one of Lynda Jackson's offspring Directors:

“Many times I am asked, "Am I required to come to success meetings?" This is your own business...nothing is required of you. But if you ask me what the one thing you could do to assure your success would be? I would say, never miss a unit success meeting!!!

It amazes me that people even think of "requirements" instead of thinking why not do all that is possible to make their success happen. I am a repeat MK beauty consultant. You see, the first time I was a consultant, I never attended meetings. I held one skin care class - just sold to my friends and family and a few referrals. I didn't think meetings were for me and I didn't think I had the time. Soon I was out of business.

Who did I blame? NOT ME! I said that I didn't think this was what God wanted me to do. Why do we always blame someone or something else for what we are not willing to do? Several years later I became a consultant again. I told myself I would do everything I was told to do everyday for 6 months and if it didn't work, then I would prove to my husband that Mary Kay® was not for me.

When I made that commitment, I began attending unit sales meetings and company education. I won a CAR in 5 months and became a Sales Director 7 months later!

I BELIEVE WHEN YOU COMMIT TO SHOW UP, THEN AND ONLY THEN, DO YOU GO UP. Did my family complain? YES. But who has benefited from my commitment? MY FAMILY! Did my husband whine? YES!

Let me tell you, he is not whining anymore! Once they all knew that meetings were a weekly event without exception, it became a part of our lives. We celebrated birthdays and anniversaries around it. In fact, when birthdays fell on a meeting night, they were excited because they got to celebrate it twice. When I committed to the success meetings, I never missed. Well, I did miss one. As I was leaving my home to go to my unit meeting, I fell and broke my ankle and had to go to the hospital. Unit meetings were not in my town, so I had to drive a distance.

Was I putting my career before my family? I do not think so. Instead, I was putting my family first. They have received many more benefits by me standing STRONG and making that COMMITMENT than by giving in and staying home. My children have learned commitment, my family has seen me grow, plus reaped the financial benefits.

The success meetings are where you hold yourself accountable. You receive the inspiration, motivation and experience of others to inspire you and give you what you need to move up in your business. You learn public presentation skills, product knowledge and business procedure. The most exciting thing is that all this happens without you even knowing it! One day you will look back on who you were and who you have become and you will be amazed. You have become a self-confident, polished, motivating person who naturally attracts others.

So let me answer the question, "Am I required to come to meetings?" “ONLY IF YOU WANT TO BE SUCCESSFUL!!"
Mary Kay® Image:
You are now a professional beauty consultant representing the most respected company and the best selling brand in the United States. I know you would agree that your image should reflect this. When representing Mary Kay® you should be dressed professionally in a skirt, suit or dress. Please, no pants. In addition, you should have properly applied Mary Kay® makeup with neatly manicured nails and clean professional hair.

Mary Kay® Ethics:
The primary factor that sets Mary Kay® apart from other companies is our principles and ethics. It goes without saying that you will always be honest and never make claims of the product other than those provided by the company. In addition, always practice the golden rule. Never take anyone else's customer. Honor the Mary Kay® guarantee completely and cheerfully. When in doubt, always err on the side of the customer.

Mary Kay® Conduct:
You ARE Mary Kay® to everyone you meet.
• Please do not smoke in front of your customers, even if given permission.
• Do not accept alcoholic beverages to drink at classes.
• Never get into controversial conversations at classes, or with customers.
• If your car has the Mary Kay sticker on it or if you drive a free MK career car, keep it clean and drive with courtesy.

Attitude is Everything:
• Be positive and enthusiastic: Don't say negative things, especially at your Success Meetings.
• Attend ALL Success Meetings and Mary Kay® events such as Seminar in July/August, Career Conference in March/April and Jamboree in January/February. These events are for your success and continued education.
• Listen to Mary Kay® and other motivational tapes daily. Positive self-talk is vitally important!
  • Read your Applause magazine. In addition, read at least 15 minutes a day out of your Career Essentials.
• Remember, knowledge is power!
  • Never share down times with a “sister” consultant. Call your Director (because she can help, she’s been through it) if something is bothering you call your director. Remember, the more you talk about something bad, the worse it becomes.
• When you start to doubt yourself, remember the thousands of “sister” consultants who are doing it.
• Discipline yourself to replace negative thoughts with positive ones.
DEVELOPING RELATIONSHIPS THE MARY KAY® WAY

What makes Mary Kay® different from other cosmetics companies? It’s service—the personal touch your customers can only get from you. It’s that touch that helps you build loyal, lasting customer relationships for the life of your business. Our customers want your attention—in a manner that fits their lifestyles. And to help you adapt your services to their needs, Mary Kay® offers several great programs that work together to help you help them.

MYCUSTOMERS PROGRAM

Mary Kay’s myCustomers Program through www.marykayintouch.com gives you an easy way to organize and store all your customer profile information. It’s the place to go to access all your relationship-building tools, like the Preferred Customer Program, MKeCards, Personal Web Site Order Manager and more. With myCustomers you can provide the personal service your customers will love.

Just look what you can do:

- Store customer preferences so you can personalize your services to each customer’s needs, stay on track with 2+2+2 (2 days after her first appointment, call her to see how she likes her new products and schedule her next appointment, 2 weeks later check her progress at her next appointment, 2 months later call her for reorders or to suggest new products).
- Remember special days like birthdays and anniversaries with the “Reminders” feature, then send MKeCard directly from those reminders.
- Run quick searches and reports to organize lists in a snap. This leaves you more time to spend with customers.

PREFERRED CUSTOMER PROGRAM

To Build Customers for life, you’ll want to send your customers The Look and other literature through the Preferred Customer Program. It’s the easy and economical way to show your customers the latest products, limited editions, gifts and favorites! And online enrollment makes it so easy.

- Enroll monthly 24 hours a day, 7 days a week to send your newest customers the latest mailers.
- Preview each mailer and MKeCard e-mail when you enroll.
- Welcome new customers to your services by sending a special Beauty Book mailing anytime.
- Enroll all your customers with just one click of the “Quick Enroll” button! When a mailer is sent, your myCustomers program automatically records the mailing in the “Contact History” section for that customer. So when you follow up you’ll know exactly what to talk about!

MARY KAY PERSONAL WEB SITE

Great customer service builds great relationships. So sign up for your Mary Kay® Personal Web Site, and give your customers around-the-clock service. With benefits like these, the new redesigned site gives your customers even more.

- 24/7 shopping convenience—anytime, anywhere
- Buy-fast, stay-happy shopping that lets customers order product with just a few clicks
- Secure online payment option with ProPay Customer Credit Cards Sales
- Gift incentives like the quarterly Preferred Customer Program gift-with-purchase offer to boost sales.

“Mary Kay Ash taught us that if we treat our customer like she is wearing a sign that says, “make me feel important’ and treat her with the utmost care, then we will have a customer for life, not just a one-time purchase.”

Diana Sumpter, Elite Executive Senior Sales Director
After a Year in Business...

WHAT YOU CAN EXPECT FROM YOUR CLASSES AND REORDER BUSINESS AFTER ONE YEAR

THE AVERAGES LISTED ARE BASED ON:

- Skin Care Class: 3-6 people with an average of 4
- The average sales are $200 per class
- 50% or more buy Basic Skin Care
- We retain 85% of our customers
- The average reorder per customer each year is $200

$60,000/Year
5 classes per week= 500 customers at the end of the first year
Profits from Reorders $40,000 ($3,333/month)
Profits from Reorders $20,000 ($1,666/month)

$48,000/Year
4 classes per week= 400 customers at the end of the first year
Profits from Reorders $32,000 ($2,666/month)
Profits from Reorders $16,000 ($1,333/month)

$36,000/Year
3 classes per week= 300 customers at the end of the first year
Profits from Reorders $24,000 ($2,000/month)
Profits from Reorders $12,000 ($1,000/month)

$24,000/Year
2 classes per week= 200 customers at the end of the first year
Profits from Reorders $16,000 ($1,333/month)
Profits from Reorders $ 8,000 ($ 666/month)

$12,000/Year
1 classes per week= 100 customers at the end of the first year
Profits from Reorders $ 8,000 ($ 666/month)
Profits from Reorders $ 4,000 ($ 333/month)

The above figures are based upon 50 weeks in a year.
The above figures are based upon a 40/60 split.
Class times average between 1.5-2.5 hours.