

Boot Camp

- Emotions / Time Management
 1. Emotional cycle
 2. Planning
 - Planning sheet
 - 6 most Important list
 - Checklist for the day

Party

- Booking
 1. Scripts
 2. Turing facials to parties
 - Before appointment
 - At appointment
- Coaching
 1. Hostess plan
 2. What you need from her
- The party
 1. Go over party sheet - set up expectations
 2. Deserted Island Sheet
 - Beauty of friendship or compact – for single facials
 3. How you run your party – makeup ?
- Selling
 1. Set sheets
 2. Knowing your products
 - Intouch product knowledge
 - Foundation chart
- Recruiting
 1. Marketing survey
 2. Recruiting is a layering process
 3. Asking for help
 4. Career path
 - Focus folders

Taxes

- Tax forms
- What you need to keep
- How to fill out form

Gen X – go over it

Attitude / Emotional Cycle

STAGE 1: EXCITEMENT! ENTHUSIASM!

STAGE 4: RECOMMITMENT

We remind ourselves why we were excited in the first place.

"It's not like me to give up, not to reach my goals, to get discouraged."

Get EXCITED again!

Send positive messages to brain... become realistic.

Realize that ACTIVITY will quell all FEAR & DOUBT.

This growth process is a JOURNEY.



STAGE 2: FRUSTRATION

Postponements

Obstacles

Few bookings

Only in Frustration can we bring about CHANGE. We only LEARN & GROW in the valleys, not the MT. Tops!

STAGE 3: CRISIS POINT

Start making excuses or placing blame.

Forget your dreams.

Get angry with yourself.

You alone are responsible for your own success/failure.

I never wanted my own business anyway.

I've always loved my job...

At this point, you make a DECISION—
you either Quit or you RECOMMIT!

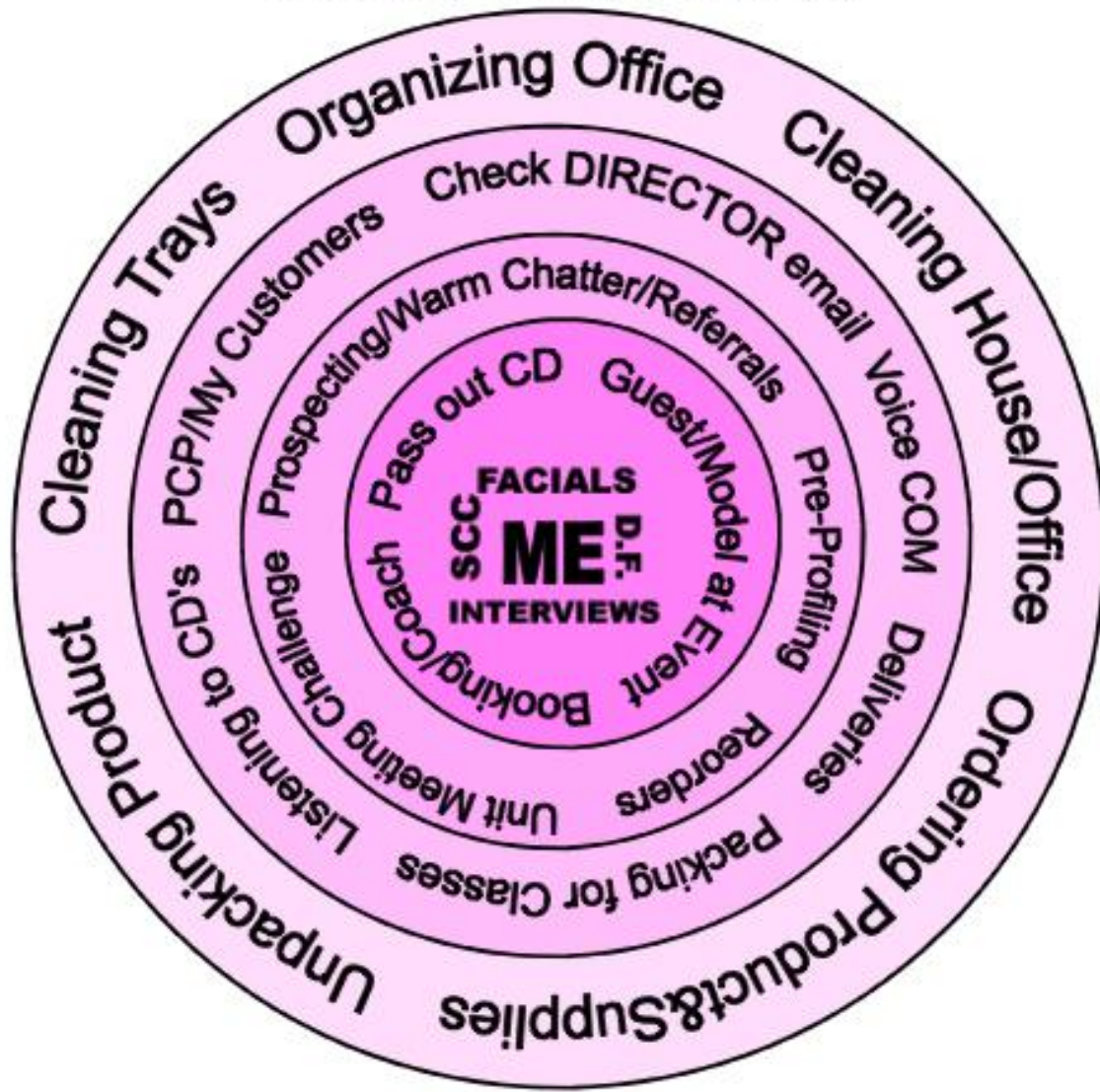
This cycle is inevitable **any time you are growing.**

With growth comes "Growing Pains".

Only through growing pains can you truly taste the VICTORY!

Remember everyone who is where you want to be,
has GROWN to the position.

Consultant SUCCESS Priorities



The more I work from the **CENTER CIRCLE**, the more I succeed, the more I earn, the more lives I influence!

PRIORITIZE!!!

NSD Pamela Shaw

Mary Kay Weekly Plan Sheet

Name

Week of:

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

Week of _____

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00							
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9:00							
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9:30							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

INCOMING PRODUCING ACTIVITIES

CONSULTANT

Name _____

Date _____

IPAS completed:

_____ 1 Group Appointment (3 faces & \$200+ retail)

_____ 2 Facials (\$150+)

_____ Re-Orders (1 per \$100)

_____ 1 Interview

_____ Follow up with a CD

_____ 1 Guest at meeting

_____ 8 NEW Contacts

_____ 1 NEW Booking

_____ 1 NEW Team Member (5 IPAS)

_____ 1 Travel Roll up Bag (3 IPAS)

_____ 2 New Basics Sold

_____ Business Debut (3 IPAS)

_____ Attend training event (3 IPAS)

_____ **TOTAL IPAS produced for the week**

6 Most important things!!!

Make sure you make a list each night before you hit the pillow of the 6 most important things you must do the next day.

You may want to include.....

Booking

Coaching

Customer Service calls

Family needs

Etc.

Just make sure the list is made each evening. It will help you to stay more clear on your goals and help you to feel accomplished as you mark each one off your list.

WORKING YOUR SKIN CARE CLASS FULL CIRCLE!



POWERSTART SCRIPT

"Hi Susie! This is Tina! Do you have a quick minute? I am working on a huge goal with Mary Kay to practice on 30 faces in 30 days and I thought of you! I would love to borrow your face to get your opinion of our product! Just for getting together with me to sample some products I will give you a \$10 gift certificate to spend on some products you fall in love with! I do my appointments on some week nights and on the weekends...what works best for you, a week night or weekend? (Book her by offering 2 options until you narrow it down to a date. For example..."What works best for you, Saturdays or Sundays, afternoons or evening, etc" Once you have her on the date book, turn the facial into a party!)

TURN THE FACIAL INTO A PARTY

"A fun thing about your appointment is that you can bring girlfriends! When you share your appointment with at least 2 or more friends over 18 you will receive a free gift and discounts on your products. Is there any reason why you wouldn't want to have a few girlfriends attend your appointment with you?"

INITIAL COACHING SCRIPT

"I will take care of all of the work for this appointment so you don't have to worry about it; the only thing I need from you is a list of girlfriends you want to invite and I will take care of everything else. I've got some cute invitations (ask if she wants to do email or postcards) I will send to your girlfriends so start thinking of the women you want to invite! You can earn more free product for having 4 friends over 18 attend your appointment...to get 4 to show up you usually need to invite 15-20! Let's follow up in 24 hours to confirm just to give you a chance to double check your schedule. Also, at that time I will get your guest list so I can start working on invitations. You will earn a free eye shadow of your choice for having your guest list ready in the next 48 hours! Would tomorrow evening be a good time for me to follow up with you (set a specific time)? Also check out my website at marykay.com/leahlauchlan to start creating your wish list!"

FOLLOW-UP COACHING SCRIPT

Cover your hostess program, get the guest list, talk about food (save it until the end) and children (tell your hostess to have her girlfriends get a babysitter for the night).



Referral Script

SCENARIO A: You reach her by phone

Introduction:

*Hey Julia, this is Becky with Mary Kay! You have absolutely no idea who I am but I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just got together and had a really great pampering session that was a lot of fun. During her session, she was able to give away a gift certificate and a free pampering session to a friend of hers that she thought would love it and she thought of **you!***

If she has a positive response like "Oh great, how sweet of [my friend]":

It is so much fun and it takes about one and a half hour. What typically works better for you, week nights or weekends? [no pauses, assume she is going to take advantage of this]

If she says "what is this again???"

Then repeat *"Oh it's a really fun pampering session and Ashley was able to give it to you when she had her session. It's a makeover and a facial! It's tons of fun and you receive a gift certificate to spend on products! So, what works best for you....this day or that day?"* Let her choose a day and time, choose if you come to her or she comes to you.

Once she's booked, here is how to book it into a group.

A fun thing about your appointment is that you can bring girlfriends with you to your pampering session. You actually get a \$10 giftcard in addition to the one from Ashley for each friend over 18 up to 5, so you could potentially get up to \$50 in free product just for having 5 or more friends with you. It's tons of fun that way. Is there any reason why you wouldn't want to share your session with some of your girlfriends? [typically she'll say "yes I can think of some people!"]

I'm going to send you a confirmation email today. What I need to do is to confirm this within 24 hours. At that time I'll run through some questions about how you'll look so we can pick out some colors for your makeover. And I'll also get your list of girlfriends you want to bring with you to your appointment to get invitations ready. What's a good time to catch you tomorrow...afternoon or evening? [set up a time to call her; this helps to know if the appt will hold]

Confirming:

After you send the follow up email (same day), she can either send you the names of her friends by email or you can get them when you call her back with the confirmation call (24 hours), so you can prepare for them as well! If it appears she can't think of enough people, you may want to offer a free item in exchange for names "Tell you what, if you have your guest list when I call tomorrow I have this really cute mini-compact that I'd love to give you."

SCENARIO B: You reach her answering machine and leave a message, after the 3rd attempt

First message - answering machine:

*Hey Julia, this is Becky with Mary Kay! I know you have absolutely no idea who I am; I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just got together and had a really fun pampering session. During her session, she was able to give away a gift certificate and a free pampering session to a friend of hers that she thought would love it and she thought of **you!** So I was calling to tell you about that.*

Since I didn't reach you, you can call me at ... But I tell you what: if you give me a call first then I'll give you a free lip gloss or lipstick of your choice along with your gift card. If I don't hear from you, I'll follow up with you in 2 days. I hope you have a great day and I look forward to connecting with you! [put her name and the person who referred her in your datebook to call back in 2 days].

If she doesn't call back, here is the follow up call in 2 days:

*Hey Julia, this is Becky with Mary Kay - hey I told you I'd call you back on Friday so that's why I'm calling. I know you are very busy and haven't have a chance to call me back and I **totally** understand, but if you do have a chance to call me back I'd really appreciate it because, I do have this gift from Ashley that I'd like to give you and I'd like to set up a*

time to get this to you! In case you lost it, here is my number again ... I want you to know (say this sweetly) I'm not going to call you again because I'll feel like I'm bothering you and I definitely don't want to bother you, so you're going to have to call me back! Thanks so much and have a wonderful day!

If she still doesn't call back ... scratch her off the list ... but some do call back after the second phone call.

Referral script from April Hutchinson:

SCENARIO A: You reach her answering machine and leave a message

First message - answering machine

Hey Julia, this is April with Mary Kay! I know you have absolutely no idea who I am; I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just got together and had a really fun pampering session, it takes about an hour it was lots of fun. During her session, she was able to give away a gift certificate and a free pampering session to a friend of hers that she thought would love it and she thought of **you!** So I was calling to tell you about that.

Since I didn't reach you, you can call me at ... But I tell you what: if you give me a call first then I'll give you a free lip gloss or lipstick of your choice along with your gift card. If I don't hear from you, I'll follow up with you in 2 days. I hope you have a great day and I look forward to connecting with you!

[put her name in your schedule book to call back in 2 days].

- **If she doesn't call back, here is the follow up call in 2 days:**

Hey Julia, this is April with Mary Kay - hey I told you I'd call you back on Friday so that's why I'm calling. I know you are very busy and haven't have a chance to call me back and I **totally** understand, but if you have a chance to call me back I'd really appreciate it because, I do have this gift from Ashley that I'd like to give you and I'd like to set up a time to get this to you! In case you lost it, here is my number again ... I want you to know (say this sweetly) I'm not going to call you again because I'll feel like I'm bothering you and I definitely don't want to bother you, so you're going to have to call me back! Thanks so much and have a wonderful day!

- **If she still doesn't call back ...**

scratch her off the list ... but some do call after the second phone call

SCENARIO B: You reach her by phone

Introduction:

Hey Julia, this is April with Mary Kay, how are you? I know you have absolutely no idea who I am; I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just got together and had a really fun pampering session, it takes about an hour it was lots of fun. During her session, she was able to give away a gift certificate and a free pampering session to a friend of hers that she thought would love it and she thought of **you!**

Overcoming Objections

<p>I'm so busy right now... Jane, I understand because I'm busy too. That's one reason I asked you because busy people get the most done in the least amount of time. What if we did our appointment on ____ (suggest a day and time)? (If she still says no.) Jane why don't we go ahead and do a 15-minute appointment. That way it won't take up very much time and yet you'd still be helping me out? What day would be best for you, Monday or Wednesday? During the day or evening?</p>
<p>I can't afford to buy anything right now... That's OK Sue; I just need ____ opinions of the product in the next 2 weeks. You're under no obligation to buy. Would you prefer, Monday or Wednesday? Daytime or evening?</p>
<p>I tried Mary Kay before, and it broke my face out... Jane, I can understand why you'd be apprehensive to try it again. How long has it been since you've tried it? Our company is always coming out with new formulations that even the most sensitive skin can use. Less than 2% of the population can't use our product, so I'll bet we could find the right formulas for you especially since the new product TIMEWISE came out.</p>
<p>I don't use makeup... Sue, that's OK because right now, I just need as much practice as I can get. The fact that you don't use makeup will make it easier for me because you won't know if I mess up or not (say with a smile and a laugh). Plus, I know you wash your face and you will be able to tell me what you think of our award winning TimeWise. Would you prefer Mon. or Wed.?</p>
<p>My friends don't have any money. I'd like to wait a while until I know that they have a little more money to spend... Jane, I hear what you're saying. However, in order to reach my challenge, I have to get these practice faces and classes in. When your friends come, if there are things they'd like to have, I will give them some options to receive some free products at the end of the class. So, would it be better on Mon. or Wed.?</p>
<p>My friends are all "partied" out. Let's wait a few months until we do this so that I don't bug them about coming to another "party"... Oh, Sue, I understand what you mean. I feel like I'm always getting invited to come to someone's demonstration. However, what if you invited maybe your next-door neighbor and/or people that you wouldn't normally invite? That way it would give all of you a chance to get together, you would get some free product, and you'd be helping me complete my challenge by the due date?</p>
<p>My house isn't big enough/clean enough/finished, etc.... Jane, let's have it at my home (or one of her friends houses). That way you don't have to worry about cleaning your house up and it can literally be a girl's night out. Maybe afterwards, you and your friends can go to dinner or get a dessert with your "new looks."</p>
<p>I will help you out, but let's wait for about 2 months because right now, I am so crazy... Sue, I knew that you were busy before I asked you and I know how time efficient you are. Unfortunately, my challenge has to be done in the next 2 weeks and if you could help me with my challenge, I will make it worth your while – what free thing would it take for you to help me out?</p>
<p>Let's wait until after the upcoming holiday because I don't think people will want to come... Oh Jane, that's why we need to do it now. I have some fabulous looks for the upcoming holiday that I know your friends would love. When I call them to ask them some questions about their skin (pre-profiling), then I'll ask them what outfit they plan on wearing for the upcoming holiday. Even if they aren't sure, we've got some great looks that can be worn with almost anything. So would it be better to do it on Mon. or Wed.?</p>
<p>I don't know anybody to invite... Well, Jane, let's brainstorm. What about your neighbors? Coworkers? Relatives? Kid's friend's moms? Church members? Who do you know that needs help with their makeup or who needs a girls' night/day out? (Keep going until she starts thinking of people--this is very effective in helping them come up with people for a class.</p>
<p>I can't do it at the times you have open... -Well, Sue, I do have one optional day and that's ____ for my clients who absolutely can't come on the other days. Would it be best to do it on this day in the morning or afternoon?</p>
<p>I'll have to check with my friends about their schedules first before I give you a definite time... Jane, since I have to have 8 booked by tonight so I can call my director back and get my prize, let's go ahead and set up a tentative time. If it doesn't work, then you can call me back and we will reschedule it. Can you check with your friends by tomorrow or the next day and let me know if it's not going work by ____?</p>
<p>I use Clinique, Estee Lauder, etc and I don't want to switch products. I'm very happy with what I'm using and I probably wouldn't buy anything... That's OK, Sue. You'll be a great person to tell me what you think of our products in comparison to what you are already using. It will also be great practice for me. So, would you prefer Mon. or Wed.?</p>
<p>Mary Kay is way too expensive and I would never buy it and I don't want you to waste your time... Jane, I appreciate you "warning" me a head of time. However, your opinion of the product is very important to me and it will be great practice for me. Also, I will have a gift for you just for helping me out.</p>

Suggested Checklist for Preliminary Coaching

by ESSD Marla Bolling

- _____ Give hostess packet and review it with her. You might be careful not to overwhelm her with too much information.
- _____ Help her make her guest list and encourage her to invite eight to ten people in order to get five guests.
- _____ Give the hostess a suggested script to follow when inviting guests, and encourage her to make the calls as quickly as possible.
- _____ Ask the hostess to keep it simple. She may want to serve light refreshments following the class.
- _____ Explain the hostess program and ask her to set a goal.
- _____ Encourage your hostess to take orders from those who can't attend the class, and let her know that those sales count towards hostess credit.
- _____ Plant the seeds for future bookings and team building. Ask her who she thinks would be interested in the Mary Kay business opportunity. You might put an asterisk next to the names she offers.

Suggested Checklist for Phone Coaching

- _____ Be cheerful and positive when calling your hostess.
- _____ Review the hostess program, and ask her if she has set her goal yet. Re-emphasize that hostess orders and bookings count towards hostess credit.
- _____ Ask for the guest list, including addresses and phone numbers so you can pre-profile them. Also ask for names and numbers of people who can't attend but might be interested in purchasing Mary Kay® products or might like to hostess a class. You might put an asterisk by those names.
- _____ You might suggest people she could invite if she is having difficulty finding friends, such as relatives, church friends, neighbors and co-workers.
- _____ Remind the hostess to encourage her guests to be prompt.
- _____ Reassure your hostess of your professionalism and end your conversation with positive, enthusiastic expectations.

SKIN CARE CLASS OUTLINE

- I. SET UP
- II. INTRODUCTIONS
 - a. I-Story
- III. AGENDA
 - a. 3 parts: skin care, color & individual consultation
 - b. Tickets
- IV. SKIN CARE – MIRACLE SET
 - a. “This is the 1st of 2 appointments...”
- V. SATIN LIPS
 - a. Deserted island - Get referrals
- VI. COLOR
- VII. COMPLIMENT TIME
- VIII. MARKETING – PURSE GAME & SURVEY
- IX. CLOSE THE ROLL UP
 - a. Write 4 favorite sets on profile card
- X. INDIVIDUAL CONSULTATIONS

MARY KAY
 Top Layer: Head & Neck

Eye Cream	Foundation Primer		
Cleanser	Day Solution	Night Solution	Moisturizer

Foundation

Lip Mask Lip Balm

MARY KAY
 Top Layer: Head & Neck

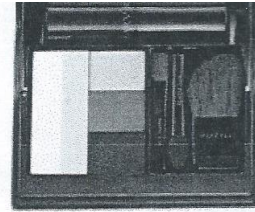
Eye Cream	Foundation Primer		
Cleanser	Day Solution	Night Solution	Moisturizer

Foundation

Lip Mask Lip Balm

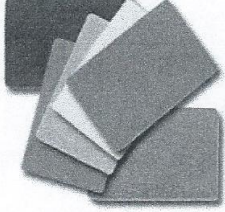


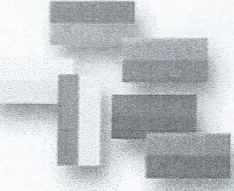
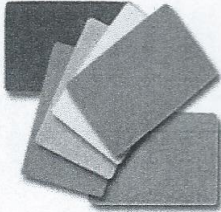
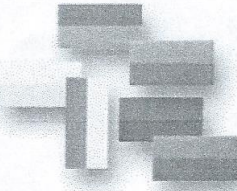

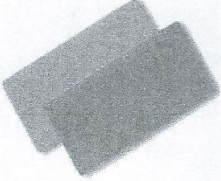

CONTACT INFORMATION

I would love to help you fill up a new compact, and I would love to have more customers like you! Fill in this form with the names & phone numbers of 9 of your friends, relatives, neighbors and co-workers, you earn ONE free item as shown for each one that holds a free facial with me! They also get a FREE eye color at their appointment
 If all 9 of these women have a facial with me, you will earn a FREE extra empty compact to hold more goodies! This is the easiest way ever to earn FREE Mary Kay Product!!!



The NEW Mary Kay Compact

Name _____ Phone _____ Date _____

<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Eye Color</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Applicators</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Lip Gloss</p>
<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Highlighter or Bronzer</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Eye Color</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Highlighter or Bronzer</p>
<p>Name: _____</p> <p>Phone: _____</p>  <p>Lipstick</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Cheek Color</p>	<p>Name: _____</p> <p>Phone: _____</p>  <p>Mineral Eye Color</p>

To help ensure that 9 book, it is recommended that you call your friends to let them know that I will be calling. If they currently have a Mary Kay consultant servicing them or are not interested, you may replace their name.

The Beauty of Friendship

Fill out the grid with 9 names & numbers of your most fun adult friends
 Who would enjoy some special pampering & love great customer service!
 ~ When the person you've named has an appointment with me,
YOU will receive the product shown in the box above their name for FREE

Please be assured that I treat each referral with the utmost care & respect.

Name: _____ Phone: _____  FREE LIPSTICK	Name: _____ Phone: _____  FREE LIP GLOSS	Name: _____ Phone: _____  FREE LIP LINER
Name: _____ Phone: _____  FREE MASCARA	Name: _____ Phone: _____  FREE EYE COLOR	Name: _____ Phone: _____  FREE EYE LINER
Name: _____ Phone: _____  FREE CONCEALER	Name: _____ Phone: _____  FREE BLUSH	Name: _____ Phone: _____  FREE EYE COLOR
Your Name: _____ Phone Number _____		



Name _____

Phone # _____

Name _____

Phone # _____

1. _____
2. _____
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13. _____
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15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Create-A-Roll-Up!

SET #1

TimeWise Basic Set...\$59

TimeWise 3in 1 Cleanser or Bag
TimeWise Age Fighting Moisturizer
Eye makeup remover
Formulas for:
Normal / Dry skin
Oily / Combo skin



SET #2

Day/Night Solution Set...\$64

Day Solution with SPF 35
Night Solution
For all skin types



#3

SET

Counts as 4 Sets

TimeWise Repair Set Deal...\$199

Save \$10 over the free Roll-Up Bag!
Foaming Cleanser \$25
Vital-Firm Lifting serum \$70
Day Cream SPF 30 \$50



Skin Care Sets

SET #4

Microdermabrasion.....\$50

Step #1: Refine
Step #2: Replenish
For all skin types



SET #5

Botanical Effects Skin Care...\$58

4 step Skin Care line: Cleanser, Hydrator, Freshener, & Mask
Formulas for: DRY, NORMAL, OILY



SET #6

Clear Proof Acne System Set...\$45

Clarifying Cleansing Gel
Oil-Free Moisturizer for Acne prone skin
Blemish Control Toner
Acne Treatment gel
*Add Pure-Purifying Serum for \$17



Pamper & Color Sets

SET #7

Satin Set.....\$52

Satin Hands Pampering Set
Each \$2. Fragrance Free
Satin Lips Set



SET #8

Color Set...\$70

Custom Color Compact & mini brushes
3 Signature Eye Colors
Signature Cheek Color
Signature Crème Lipstick



SET #9

Dash out the Door...\$67

Signature lip gloss
Mascara
One cream eye color
One cream blush
Cream eye brush



SET #10

Brush Set\$55

Mary Kay Brush Collection—5 Natural Hair Brushes in a cosmetic brush case



SET #11

Liquid Foundation Set ...\$46

TimeWise Luminous or Matte Liquid Foundation
Concealer
Foundation Primer OR Translucent/pressed powder



SET #12

Mineral Foundation Set \$56

Mineral Powder & Brush
Concealer
Foundation Primer OR
Facial Highlighting Pen



We CAN customize sets by switching products around or adding ones that are not shown!

MARY KAY
get set for
beauty



Pick 4 or more sets and get your Roll-Up Bag for FREE!

Ultimate Roll-Up ~ 7 Sets

Up to \$467 Value for

Only \$310

Up to \$147 FREE INCLUDING THE ROLL-UP BAG

Petite Roll-Up ~ 4 Sets

Up to \$298 Value for

Only \$205

Up to \$88 FREE INCLUDING THE ROLL-UP BAG

Pick your sets...

PETITE aka Princess Bag

Set # _____

Set # _____

Set # _____

Set # _____

ULTIMATE aka QUEEN Bag

Set # _____

Set # _____

Set # _____

Set # _____

Forms of Payment accepted...
Cash, Check, OR...



Doing a STRONG Individual Close



After the Rollup Bag Close you will want to meet with every guest to do an individual consultation. It should be conducted in a separate area from the area in which the skin care class took place. The individual consultation is extremely important and will make the difference between having a \$50 class and a \$500 class!

At the individual consultation, you should have your datebook, money bag, sales tickets, hostess packets, recruiting CDs, calculator and pen.

Ask who needs to leave right away and start with her. If no one needs to leave, just pick someone. They will not just come so ask someone to go first. Go back to the table to get the next person. Make sure she brings her profile card, set sheet and roll up bag when she meets with you for her consultation.

You will ask the following questions, word for word!

ICEBREAKER QUESTIONS

1. *(Name), did you have a good time tonight?*
2. *How does your skin feel?*
3. *What part of the Miracle Set did you like best?*

SELL SETS

1. *"Show me your 4 favorite sets!"* Customize the 4 sets she wrote on the back of her profile card.
2. *"This is our Princess Back which is a great value and saves you money. Is that what you would like to take home with you tonight?"*
3. * If yes, start filling bag and ask *"Do you want to set up a payment plan or take care of it all today?"*
4. If no, *"OK, what would you like to start with today?"*

BOOK 2+ FOLLOW-UP APPOINTMENTS

"OK, for your follow-up appointment, I do my appointments on (state your preferred days), which is best for you?" Then just stare at your datebook and wait. There might be an awkward silence. That's OK! Book her date, then turn the facial into a party!

TENTATIVE BOOKING APPROACH

If she's unsure about the date or she wants to call you back, ask, *"What typically works better for you, week nights or weekends?"* Continue to give her options until you narrow it down to a tentative date. Or set up a time to call her the next day to pick a date.

COACHING & HOSTESS PROGRAM

"You can earn discounts and free product when you share your follow-up appointment with girlfriends...is there any reason why you wouldn't want to have a couple of friends attend your appointment with you? We'd have a blast!"

When she says yes to bringing friends, explain your hostess program and begin to coach her.

"For your party, I will do all the work! All I need from you is a list of girlfriends you want to invite with names, numbers and address (home or email)! You get free product (or a gift) for every 5 women over 18 attending your appointment. To get 5 to show up, you'll need to invite 15-20. I have really cute invitations I'll send to everyone on your list! Also, you get more free product when you have your guest list ready within the next 48 hours! Are email invitation or postcard invitations better? I'll need to confirm your appointment in 24 hours and at that time we can go over your guest list. When would be a good time to catch you tomorrow, afternoon or evening? Set up a time to call her the next day. When you have her on the phone the next day, don't forget to coach her on food and children!

If she doesn't want to share her follow-up appointment with friends, then say, *"I do my 1-on-1 facials at my workshop on Wed evenings or Sat mornings...which works best for you?"*

BOOK 2+ INTERVIEWS

Check the back of the card to see if she wrote Yes/OK or No. If Yes/OK, say, *"Thank you so much for helping me with my goal of getting the opinion of 10 women about our business opportunity. It will be crucial that you call this hotline (or listen to the CD) before our chat and think of 3-5 questions for my Director. For the call, how does tomorrow work for you, or is the next day more what you're thinking?"*

If No, say, *"Girl, you don't want to help me with my goal?!?!?"* If she's open to helping you, book the interview.

BOOK 2+ GUESTS

"I would love for you to be in my Model Portfolio! We have workshops on Wed evenings and Sat mornings....what works better for you?" Coach her on what to expect at the workshop and encourage her to bring friends!

Call your director immediately and tell her about the prospects you selected to listen to the career opportunity. 937-290-6883.

Ok, So I have just one more question to ask you. Now you remember at the beginning when I told you that I am working on earning _____ . Well I was wondering if you might do one more thing to help me. I was wondering if you could watch/listen to this you tube video/hotline number , then we will talk in a day or so and you can give me your thoughts on it. Does that sound ok?

Set up a time to talk make sure you have set a time in the next 24 hours and checked with your director first.

“I would love your opinion!” for our What Women Want Marketing Survey

Your name will be entered in a drawing to win a COACH handbag just for sharing your opinion!

Why do women start a Mary Kay business?

Money: 50% commission on the products, which is the highest direct sales commission in the US and team building commissions along with a lot of perks!

Recognition: MK believes in praising women to success! Your achievements will be recognized & applauded! Whether with prizes or praise, it's great to be appreciated!

Self-confidence & personal growth: Build confidence in a positive environment with a support system that encourages you! You're in business for yourself, not by yourself!

Car: Earn a free Chevy Cruz in less than a year working your business 10 hours a week! Directors can earn a Chevy Equinox, Toyota Camry, BMW or the prestigious pink Cadillac. 85% of car insurance, tax, title and license fees are paid for by Mary Kay!

Advantages: Flexibility, advance/promote yourself at your own pace & tax advantages.

Beliefs: Priorities of God first, family second and career third.

How do I get started?

The Starter Kit is only \$100 - includes \$410 in product and \$200+ in business aids as well as everything you need to begin training and holding appointments. We have the opportunity and privilege of carrying inventory, which is not required, but recommended.

Survey Questions

- 1) What would you like more of in life right now (circle one)...fun & girlfriend time, money & perks, flexibility, OR making a difference to someone else?
- 2) From everything you heard today about the MK opportunity, what was most appealing?
- 3) There are 6 qualities we look for in women that make them successful in Mary Kay. Circle all the qualities you have...1.) Busy! 2.) NOT the sales type! 3.) Want to earn extra money! 4.) Don't know a lot of people! 5.) Family as a reason, not an excuse! 6.) "Right now women" who can make a decision!
- 4) If you could ask 2 questions about the Mary Kay opportunity, what would they be?
- 5) On a scale of 1 – 10, 1 = never, 10 = sign me up today, rate your interest level? No 5's! Weiner Dogs!
- 6) What would it take to get you to a 10?

Name _____ Phone# _____

Occupation _____ Consultant's Name _____

Sales Director and above

24+ Unit Members

9-13% Unit Commission +

9-13% Personal Team Commission +

Bonuses starting at \$500/m and much more!

\$100 Bonus each qualified New Team Member

DIQ (Director in Qualification)

10+ Active Team Members

Star Consultant consistency

9-13% Personal Team Commission

\$50 Bonus each qualified New Team Member

Car Driver (Grand Achiever)

14+ Active Team Members + production

4 months to qualify

9-13% Personal Team Commission

\$50 Bonus each qualified New Team Member

Future Director

8+ Active Team Members

9-13% Personal Team Commission

\$50 Bonus each qualified New Team Member

Team Leader

5+ Active Team Members

Eligible to go On-Target for earning Career Car

9-13% Personal Team Commission

\$50 Bonus each qualified New Team Member

Star Team Builder

3+ Active Team Members

Eligible to wear the coveted Red Jacket

4% Personal Team Commission

\$50 Bonus with 4th qualified New Team Member

Senior Consultant

1-2+ Active Team Members

4% Personal Team Commission

Independent Beauty Consultant

Star Consultant, Company and Unit Prizes

Bonus Products



Recruiting is a Layering Process

NAME & PHONE NUMBER	ON PRODUCT	HOSTESS	PREFERRED HOSTESS	RECRUITING PACKET	GUEST EVENT	Career Chat	ANSWER
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

Name _____ Year _____

If this is your first year - Give Start Date _____

_____ Total Sales (Bottom Line - Including Tax) _____ Commissions _____ Prizes
_____ Beginning Inventory (At Your Cost or 50% of Retail)
_____ Section 1 Purchases (From Packing Slips - At Your Cost)
_____ Personal Use Product (Unseen - Physically Can Not See - At Your Cost)
_____ Closing Inventory (At Your Cost or 50% of Retail)
_____ Advertising (Preferred Customer, Cards, PINK!, etc.)
_____ Vehicle Expenses:
_____ Purchase Price _____ Gas, Oil, Repairs, etc. _____ Tags
_____ Lease Payments _____ Interest on Loan _____ Insurance
_____ Insurance Rider on Mary Kay Product
_____ Interest on Business Loan or Credit Cards used ONLY for Mary Kay
_____ Laundry and Dry Cleaning
_____ Legal, Accounting, and Professional Fees
_____ Office or bookkeeping Expenses (To Keep Track of Your Business)
_____ Rent/Lease Paid on Equipment (Copiers, etc.)
_____ Weekly Meeting Fees
_____ Supplies (What You Use To Do Your Business)
_____ Sales Tax Paid to Mary Kay (From Packing Slips)
_____ Travel Expenses (Hotel, Cab, Parking, Airfare, etc.)
_____ Meals and Food (Business Dinners, Open House, etc.)
_____ Telephone and Communication Expenses:
_____ Mary Kay Long Distance _____ Cell Phones & Pagers
_____ Second Phone Line _____ Voice Mail Fees
_____ Home Phone Add-ons _____ Internet Access
_____ Bank Charges on Mary Kay Account
_____ Credit Card Processing Fees (When a Customer Charges Something with you)
_____ Dues and Publications that Increase Your Professionalism
_____ Postage
_____ Freight Expenses (From Packing Slips)
_____ Section 2 (From Packing Slips)
_____ Workshops (Career Conference, Dallas, etc.)
_____ Misc. (description)
Office In Home Expenses:
_____ Utilities (Gas, Electric, Water, Sewage, Cable & Garbage)
_____ Telephone Base Rate (For the Year)
_____ Rent for Renters
_____ Insurance (Homeowners or Renters) _____ Repairs and Maintenance
_____ Real estate Taxes _____ Mortgage Interest
_____ Sq. Foot Of Home or Apartment _____ Sq. Foot of Mary Kay Usage
_____ Cost of Home _____ Purchase Date
DON'T FORGET!! _____ Total Miles For The Year _____ Mary Kay Miles For The Year

1. Gross Receipts or Sales

Sales tickets from sales of Mary Kay product and bank deposit slips

2. Returns and Allowances

Receipts of product returned to you for refund or exchange

3. Cost of Goods Sold

Receipts to support purchase of product (i.e. packing slip), shipping/handling paid to the Company, record of personal use and product given as hostess gifts

4. Other Income

Monthly commission statements, Income Advisory Statement & Form 1099-MISC for commissions, prizes and awards earned from the Company and fair market value of prizes received from others.

5. Advertising

Company-produced sales literature, business cards, newspaper ads, Mary Kay® Personal Web Site program, names submitted for Preferred Customer Program, etc.

6. Car and Truck Expenses

Mileage log, business portion of gas receipts, repairs, maintenance, insurance, tires, oil, interest on car loan, parking fees, tolls and auto property tax

7. Commissions and Fees

Dovetail commissions and amount of prizes awarded to others

8. Depreciation

Depreciation on automobile, equipment and portion of home used in your Mary Kay business

9. Insurance

Mary Kay® product protection insurance and general liability. Does not include homeowner's insurance, life, auto or health insurance

10. Other Interest

Interest on business loans and business credit cards

11. Legal/Professional Services

Payments to accountants, lawyers and other professionals for services related to your Mary Kay business

12. Office Expenses

Business-related office supplies and postage stamps

13. Rent on Vehicles, Machinery and Equipment

Business portion of auto lease expenses plus any leased office equipment

14. Rent on Other Business Property

Rent or lease on office, if separate from home

15. Repairs/Maintenance

Cost of repairing equipment used in your Mary Kay business

16. Supplies

Cost of sales aids, Section 2 items, and other supplies used during sales appointments (i.e. cotton balls), Starter Kit, etc.

17. Taxes and Licenses

Business & occupation taxes, gross receipt taxes, local business licenses and non-recovered sales tax

18. Travel

Datebook or daily planner for documentation, business travel expenses such as transportation, lodging, tips, convention fees, etc.

19. Meals and Entertainment

Datebook or daily planner for documentation, meals from business travel and meals and entertainment directly related to your Mary Kay business

20. Utilities

Long distance business calls, business portion of additional phone features such as call waiting, cost of a second phone, if dedicated solely for business use

21. Wages

Hourly wages or salary paid for office assistance

22. Other Expenses/Bank Service Charges

Service charges on business bank and credit card accounts, money order fees, credit card processing fees

23. Other Expenses - Freight

Charges for shipping product to customers, team members, etc.

24. Other Expenses - Gifts-with-Purchase

Cost of most Preferred Customer Program premiums

25. Other Expenses - Hostess Gifts Other than Mary Kay® Products

Cost of Section 2 items given as hostess gifts (limited to \$25 or less)

26. Other Expenses - Bad Debt

Returned customer checks or refused credit card payments you are completely unable to collect

27. Other Expenses

Any other expense category not already listed elsewhere

28. Expenses for Business Use of Home

Maintenance, repairs, utilities, taxes, mortgage interest, etc.

Documentation for

_____ **Tax Year**

Get organized on the **FRONT END** of your business! It's easiest in the beginning! Not "later"!!

Tax Tips



Keeping good tax records is crucial for to maximize your business profit. My first several years in Mary

Kay I received sizeable tax returns thanks to my MK business. Thankfully, many items I would ordinarily expend anyway, such as my internet connection, cell phone, and my home utilities—now a portion of this can be written off on my taxes thanks to my MK home business!

Getting organized in this area is sometimes a challenge for us the very thing that makes us so good at what we do also can make us SO BAD at paperwork! We are people people...not paper people! Below are some suggestions to help you muddle through the maze and get off to a good start in the year. Remember though... I am NOT a CPA! Things change from year to year! **This is meant as a guideline of information to take to your tax person!**

1. Take inventory as soon as possible on January 1st & December 31st . The best way to take inventory is to take a current order sheet and just list the total number of each products in the quantity box. Don't bother sorting our the fresheners, masks, shadows, etc. It doesn't matter how much of each individual item you have. You just need a total. For example.. you would count just total foundations, total fresheners, etc. Consultants—your FIRST year in MK—beginning inventory is ZERO.
2. Be sure all your **online weekly accomplishment sheets** are up to date! **This is YOUR record of your sales!** (*Did you know that your summary is the verification you need for the IRS for your sales*)
3. Be sure you have a record of your mileage. If you forgot to take it, then estimate what it was on January 1 or the date you began your business . Put the mileage at the top of the order form you are using to list your inventory.
4. Buy an accordion file folder with a large number of pockets. Label each tab for expenses categories, i.e. postage, office supplies, travel expenses. You might not even know what categories to list yet, but you will figure it out as you have receipts. Each day, drop your receipts in the appropriate pocket and at the end of the month, take a category out, add them all together, staple them together and put in one large manila envelope. On the outside, list the categories and the total amounts for each! OR track them in a program like Ascend Financials (www.ascendfinancials.com), Microsoft Money, Excel or Quicken.
5. In your Finance Binder file your 1099 from MK & all commission statements from the company.
6. Start NOW to find someone to do your taxes. **It is VITAL that you have someone do your taxes who knows about running a home business !** All tax preparers are not created equal! The little bit of money you spend with a good tax preparer will more than be made up in the amount of tax you save! Remember that you will pay someone based on the amount of time it takes them to do your return. If you go in with complete records and categories totaled, it will cost far less than if you just show up with boxes full of tickets and receipts.

Tax Tips



7. NOTE: Now that you are a working MK Consultant—you can take “**Office In Home**” **deduction**—be sure to keep track of your **homeowner’s insurance, property taxes, total spent for water, electricity, carpet cleaning, pest control, home improvement, painting**, in short... anything you do to your home as a whole or to your office in particular. My theory has always been....if in doubt, KEEP IT! Your tax preparer can tell you what is and what is not deductible.
8. The basic rule of Mary Kay record keeping is the **KISS** method! **Keep It Simple, Sweetie!** You can spend HOURS on record keeping — or— you can set up a simple system and keep up with it weekly in just a few minutes! Remember, you are not making any money when you are shuffling paper or keeping records! Do the necessary minimum, but do it **regularly!**
9. Finally, if this is your first time to file since you have been in Mary Kay, don’t be surprised if *on paper* you show a loss! Hopefully, that is what will happen! Remember...you have a lot of expenses that you would have whether you were in Mary Kay or not, that will now be deductible! **Enjoy being an independent business woman and take advantage of all of them!!**

Money Management & Expenses Worksheet

GenX Activity – 15 faces (4 parties with 4 NEW customers + reorders) = \$1300.00 retail sales

- \$1100.00 retail (4 parties – \$275/party (\$74/face – basic set, mascara & eye makeup remover))
- \$200.00 retail in outside orders, reorders, catalog, website
- \$1300.00 TOTAL RETAIL – 60/40 SPLIT
 - o SAVINGS – 40% of retail sales (\$520)
 - o CHECKING – 60% of retail sales (50% reinvested, 10% to cover expenses = \$780)
 - 50% to reinvest - \$650 reorder
 - 10% to cover expenses - \$130
 - PCP – 45 customers X .70 cents each + tax = \$36/quarter – **\$12/month**
 - Propay (\$2.50)/Biz Cards (\$2.50)/Website (\$4) – **\$9/month**
 - Intelliverse – **\$15/month**
 - Supplies/Samples (5% of ws order) – **\$33/month**
 - Postage/Shipping – **\$15/month**
 - Workshops – **\$46/month**
- Pay down investment
 - o What is your total investment? What is your pay off date? _____
 - o Do you need to build your inventory? _____
 - o When is your goal to have a full inventory?

 - o How much do you need to sell weekly to make your monthly payment?

GenX ELITE Activity – 30 faces (8 parties with 4 NEW customers + reorders) = \$2500.00 retail sales

- \$2200.00 retail (8 parties – \$275/party (\$69/face – basic set, mascara))
- \$300.00 retail in outside orders, reorders, catalog, website
- \$2500.00 TOTAL RETAIL – 60/40 SPLIT
 - o SAVINGS – 40% of retail sales (\$1000)
 - o CHECKING – 60% of retail sales (50% reinvested, 10% to cover expenses = \$1500)
 - 50% to reinvest - \$1250 reorder
 - 10% to cover expenses - \$250
 - PCP – 100 customers X .70 cents each + tax = \$70/quarter – **\$27/month**
 - Propay (\$2.50)/Biz Cards (\$2.50)/Website (\$4) – **\$9/month**
 - Intelliverse – **\$15/month**
 - Supplies/Samples (5% of ws order) – **\$66/month**
 - Postage/Shipping – **\$33/month**
 - Workshops – **\$100/month**
- Pay down investment
 - o What is your total investment? What is your pay off date? _____
 - o Do you need to build your inventory? _____
 - o When is your goal to have a full inventory?

 - o How much do you need to sell weekly to make your monthly payment? _____