

Mary Kay Cosmetics



Career Opportunity

Today, we will discuss the following:

1. I'll ask you to tell me about yourself and your interests.
2. I'll briefly tell you about myself.
3. I'll give you some facts about our company.
4. We'll discuss any questions you have.
5. I'll ask your opinion based on the facts you've heard.



I'd like to share about myself:

1. In addition to Mary Kay, my current/former job is/was:
2. My family situation is:
3. I looked into Mary Kay as a career because:
4. This is what I appreciate most about my Mary Kay career:
5. The reason I offered this career to you is:

(Put a picture of yourself doing Mary Kay or of your family)

I'd like to get to know you better:

1. What do you know about Mary Kay Cosmetics?
2. Tell me about yourself.
3. What do you like best and least about your current job?
4. Indicate in the boxes below which personality style describes you best:

<input type="checkbox"/> Result Oriented	<input type="checkbox"/> People Oriented	<input type="checkbox"/> Family Oriented	<input type="checkbox"/> Detail Oriented
Fast-Paced	Talkative	Loyal	Perfectionist
Decisive	Motivational	Slow to Change	Analytical
Persistent	Enthusiastic	Security-Minded	Cautious
Outspoken	Enjoys Recognition	Goes by the Rules	Logical

5. Here are some of the reasons why others have decided to become Mary Kay Consultants. Which ones appeal to you? Answer "Yes" or "No".

- ___ Earn Extra Cash
- ___ Gain New Friends
- ___ Improve Self-Confidence
- ___ Receive recognition for a job well done
- ___ Utilize tax deductions of being self-employed
- ___ Flexible Hours
- ___ More time at home with family
- ___ Company philosophy of Faith first, Family second, and Career third
- ___ Career Change
- ___ Be my own boss
- ___ Company car and other prize incentives
- ___ Cash bonuses and career income
- ___ Saving money on your own cosmetics and gifts
- ___ Mentoring and leading other women

6. What is a dream(s) you have not yet realized?
7. What type of qualifications do you have that could help you in running your own business?
8. If I only had 5 minutes to tell you about Mary Kay, what would you need to know to help you make a decision today?

(Put extra copies of the “I’d like to get to know you better” sheet here)

Let me tell you a little about Mary Kay and the Company

- Mary Kay Ash is the founder of Mary Kay Cosmetics.
- She started the company in Dallas, Texas in 1963 with nine other women and herself. Currently there are over 3 million consultants in over 35 countries.
- Mary Kay started with \$5,000 and now the company does over \$3 billion in wholesale orders annually.
- These results are the power of a woman with a dream!
- Mary Kay was 48 years old when she started her company and had already worked 25 years in the direct sales industry.
- She got her start as a young, single mother of three small children, selling children's psychology books in the late 1930's.
- As she forged ahead in her career, she was paid less than the men she worked with, trained male co-workers who were promoted over her, and she was often discounted for "thinking like a woman".
- When she had the opportunity to start a company, she wanted it to be an opportunity to empower women to achieve financial success regardless of their gender or education.
- She believed in praising people to success, operating by the Golden Rule, and keeping priorities of Faith, Family, and Career as part of her mission to help women.
- The Mary Kay Foundation was established to fund cancer research for cancers affecting women and to fight domestic violence.
- Although Mary Kay passed away in 2001, her legacy of empowering women lives on.
- You could be a part of that legacy.

We Teach Skin Care and Color Techniques

MARY KAY® captivating color. powerhouse skin care.™

see it!
love it!
get it!

MARY KAY

call me today!

The advertisement features two women. On the left, a woman with dark hair is smiling and applying lipstick. On the right, a woman with light brown hair is smiling with her hands clasped near her chin. The background is white with pink accents at the top and bottom. The text 'see it! love it! get it!' is in the center, and 'call me today!' is at the bottom right. The Mary Kay logo is at the top and vertically on the right side.

Customers get to TEST before they INVEST!



Mary Kay Products all have a 100% satisfaction guarantee backed by the company. Can you see how that builds confidence in our presentation and the customers purchase?

Let me share our Career Path and How We Make Money



5 Ways to Sell:

Face-to-Face Selling

Skin care parties and facial appointments are our most popular way to introduce women to our product.

On-Line Sales through Your Personal Website

Have clients shop 24/7 on your MK website. You'll receive an email every time you have an order.

Catalog Mailings

Use our PCP (Preferred Customer Program) to send brochures four or more times a year to customers to stimulate purchases.

On-the-Go Sales

Carry a tote bag with samples and brochures and do quick 5 minute demonstrations at the soccer field, college campus, full-time job, customers' offices, etc.

Large Group Sales

Group selling appointments like collection previews, open houses, trunk shows, or spa events.

Which ways appeal to you the most?

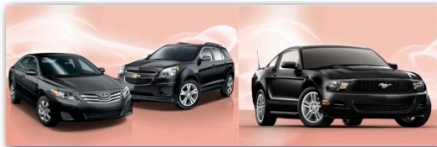
(Put a copy of your Weekly Accomplishment Sheet here)

You can increase your income by advancing up the Career Path. Six figure income is available to you as a Sales Director with our company.

Career Path to Director



MARY KAY®



<p>Sales Director and Above 24+ Unit Members 9-13% Unit Commission + 9-13% Personal Team Commission + 10% Volume Bonuses starting at \$500/mo \$300 - \$500 Team Building Bonuses & Star Consultant Bonuses \$100 Bonus ea qualified New Team Member</p>
<p>DIQ (Director in Qualification) 10+ Team Members Star Consultant consistency 9-13% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>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</p>
<p>Future Director 8+ Active Team Members 9-13% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>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</p>
<p>Star Team Builder 3+ Active Team Members Eligible to wear the coveted Red Jacket 4% Personal Team Commission \$50 Bonus each qualified New Team Member</p>
<p>Senior Consultant 1-2 Active Team Members 4% Personal Team Commission</p>
<p>Independent Beauty Consultant Star Consultant, Company and Unit Prizes Bonus Products These Benefits + more as you advance Career Path 50% Discount on all Section 1 Products 50% Profit with each customer product purchase</p>

(Put extra copies of the Career Path flier here)

(Carry a copy of the Applause Magazine and refer to the Director and NSD Commissions Earned)

In addition to cash and cars, we have excellent prize incentives to encourage us.

(Put a Star Consultant Prize Brochure Here)

We also enjoy the benefit of
Developing New Friendships
Learning from Mentors
Growing in our Self-Confidence

(Photos of yourself and your Mary Kay friends and mentors)

Marketing Structure

Mary Kay is a direct-selling company, not a multi-level or pyramid organization. All Consultants are Independent Contractors who buy their products wholesale directly from the company, and in turn, sell them to their customers. Every time your customer makes a purchase, you earn a profit.

Tax Benefits

Turn expenditures you're already incurring into tax deductions.

- Automobile expenses
- Office equipment (furnishings, computers, printers, etc.)
- Telephone
- Business travel (conferences, holding appointments out of the area)
- In home office tax deduction
- Office supplies, advertising
- Child care (while on business)
- Showcase/Demos/Samples
- Product gifts, up to \$25 wholesale, per person, per year
- Interest on bank loans and credit cards used in business

Of everything you've heard so far,
what stands out to you the most?

Common Concerns

I don't know if I'm the "Sales Type" Would that be a concern for you?

Don't worry that you have to be "pushy" to be successful. It's the opposite! We are looking for honest, enthusiastic, customer service oriented people to present the product and teach women the benefits of using it.

If you are shy, the education and support you receive will help you develop confidence to present the product.

Where would I find the time? Would that be a concern for you?

This is a common concern and what helps most of us is working from a weekly plan that incorporates all our activities and responsibilities with little pockets of time here and there for Mary Kay.

Most of us work Mary Kay into our schedules, listening to a training CD in the car, or watching a training video while we fold laundry. As women, we're good at multitasking.

Since you're the boss, how much time you spend is up to you and our "no quotas" policy allows you a lot of freedom.

	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							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							

Where do I find my customers? Would that be a concern for you?

Think About Who You Know From Your:

old job
present job
husbands business
church
PTA
civic group
professional organizations

neighborhood
sports league
friends
husbands friends
fitness class
children's friends moms
relatives

What About Those Who:

take care of your children
teach your children
just turned 30 or 40 or 50
got job promotions
lost some weight
are starting new jobs
already use our products
sold you your home
work at the supermarket

leave children with you
do your hair / nails
are going to get married
need your attention
love to wear makeup
are retiring
work at your bank
work at your dry-cleaners
lost their Consultant

Who do you know who would enjoy being pampered with a facial?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

I need to ask my husband
Would that be a concern for you?

I can understand that you would want to talk to your husband, but if he's like most guys, he'll probably say "go ahead if it's something you really want to do."

If he said "go ahead", what would you say?

Let's Review What it Takes to Get Started

1. Review everything she gets in the showcase.
2. Review the Agreement.
3. Explain the Training Program.

Your Starter Kit...



Starter Kit Bag w/Removable Organizer Caddy

\$410
retail value!
(with TimeWise Liquid Foundations)
Full-Size Retail Product

Product Included:
 TimeWise 3-in-1 Cleanser Normal/Dry
 TimeWise Age-Fighting Moisturizer Normal/Dry
 TimeWise 3-in-1 Cleanser Combination/Oily
 TimeWise Age-Fighting Moisturizer Combination/Oily
 TimeWise Day Solution SPF 35
 TimeWise Night Solution
 Oil-Free Eye Makeup Remover
 Ultimate Mascara—Black
 Choice of Mary Kay Mineral Powder Foundations or TimeWise Liquid Foundations

Only \$100
plus applicable tax and shipping

Small investment, Big rewards!



- Consultant Guide
- Datebook
- Start Something Beautiful DVD
- Start Earning Now Magazine
- Miracles Happen Book
- Ready, Set, Sell Inventory Options Brochure



Materials:
 Hostess Brochure
 Team-Building Brochure
 25 Customer Profiles
 10 Look Books
 25 Sales Tickets
 10 Beauty Books w/Instructor's Guide



Supplies:
 4 Mirrors with Trays
 10 Color Cards
 12 Lip Gloss Samplers
 30 Disposable Trays
 30 Facial Cloths
 Foundation Finder Tool
 15 Disposable Sponge-Tip Applicators
 15 Disposable Mascara Brush Samplers
 12 Fragrance-Free Satin Hands Pampering Set Packets
 6 Pairs Microdermabrasion Set Samples (Steps 1 & 2)
 6 Botanical Effects Cleanse Formula 2 (Normal)
 6 Botanical Effects Moisturize Formula 2 (Normal)
 6 Botanical Effects Freshen Formula 2 (Normal)
 6 Botanical Effects Mask Formula 2 (Normal)

(Put extra copies of the Starter Kit flier here)

(Put copies of the agreement here or have your phone, iPad or computer ready to take her agreement)

Do You Have Any Questions?

After all you have heard today, what appeals to you the most? _____

With proper training, do you feel you could learn to do what I do? _____

Lets Consider the “Pro’s” and “Con’s” of Getting Started...

Not to be negative, but what is the worst thing that could happen if you were to give this a try?

- 1.
- 2.
- 3.

What are the best possible things that could happen?

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Do you see how the “Pro’s” outweigh the “Con’s” _____ to _____?

Do you feel that you would have more to GAIN than lose by giving a career with Mary Kay a try?

Doesn't this sound exciting to you? Great! Let's get started on the paperwork and I'll make a reservation for you at training?

(alternate close)

On a scale of 1 to 10, 1 meaning you would rather stay a customer, and 10 you are ready to order your starter kit today, what number indicates your interest level?

1 2 3 4 5 6 7 8 9 10

What information do you need to get you from a _____ to a 10?

Since you are interested, would you be open to meeting with my Director? (Set the day and time)

Once she signs up, give her a “Steps to Business Success” packet (have extra copies in back of binder), review it with her and invite her to the next success event or training. Schedule her to meet your Director for orientation in the next 24 - 48 hours. Call your Director!

Keep extra Look Books and Sales Tickets with you!