

“You Can’t Sell from an Empty Wagon” ~Mary Kay Ash

Understanding your Inventory Options and Bonuses
to make the best decision for your New Business

Why do we suggest Inventory?

- Cosmetics/Skin care is impulse buying yet women see it as a necessity not a luxury.
- Saves you time and no order cancellations.
- Credible and professional reputation for a residual income.
- Sell more. If you have it, they will buy it.

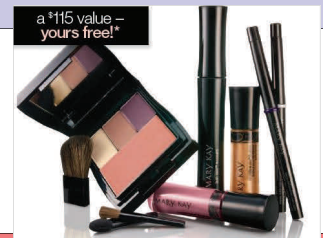


Mindset of a Professional

- Investment is money spent with a return. Debt has no financial return.
- Your choice to build your store or buy it up front.
- 90% Buy Back is business insurance from Mary Kay.
- Your Mary Kay business should pay for your Mary Kay investment with your sales.
- Desire it enough you will find a way or make a way.

Color 101

- Free Color for ordering in first 15 days from agreement date.
- Mini Compact with 3 eye colors, cheek color, mascara, lip and eye liner plus 2 glosses in your custom color look



1800 Sapphire | 2400 Ruby | 3000 Diamond | 3600 Emerald | 48001



Star Consultant

- Earn fabulous prizes every quarter with min \$1800 wholesale
- Earn prestigious Ladder of Success pin
- Receive referrals from Website Consultant Locator
- Recognition at every Mary Kay event
- Quarterly STAR party with your Director
- Stars win Cars and must be a Star to begin DIQ

Biz Builders Bucks

- Receive a credit on your next order based on the size of this order
- Can be used for samples, testers and other business builders.



Customer Delivery Service for ACTIVE Consultants ONLY

- \$200 sec 1 + next 2 months to be “active” status.
- Ship directly to your customers from the company and only pay \$5 shipping plus include Look Book or 2 samples for no additional charge to you!

BUNDLES

- You get to select your free products...see Bundles in the Ready Set Sell brochure
- Sell for quick profit (can offset the investment interest)
- Use for yourself (penny saved is a penny earned)
- Demo for more sales (example of the Microdermabrasion...use full size and you can demo on 100 women and sell 50...profit is \$1375. Best choice.



Write the amount of profit you would like to start earning next month
 \$_____

Investment based on Sec 1 wholesale and not including tax and shipping	600	1200	1800	2400	3000	3600	4800
COLOR 101	Yes	Yes	Yes	Yes	Yes	Yes	Get TWO! One from MK And One from Julie
STAR	No	No	Sapphire	Ruby	Diamond	Emerald Select 1-2 prizes	Pearl Select 1-2 prizes
BUNDLES	1	2	3	4	5	6	7 One extra from Julie
BIZ BUCKS	\$15	\$35	\$50	\$80	\$100	\$125	\$160
TOTAL BONUSES!!!	\$245	\$360	\$400	\$625	\$740	\$860	\$1010!!
How many new customers will these orders serve in <u>a week</u> ?*	1	2	3	4	5	6	8
How many <u>hours a week</u> ?	Maybe 1 hour	1-2	(1 party) 3 hours	(1 party) 3 hours	(1 party) 3-4 hours	(2 parties) 6-7 hrs	(2 parties) 6-8 hours
BEST STAT! Potential PROFIT on your INVESTMENT In approx. 2 months!	\$845	\$1560	\$2300	\$3025	\$3740	\$4460	\$5810

Based on company's suggestion to stock a 2 month supply. Your suggested retail monthly sales can be calculated by doubling your desired monthly profit (50%) and then multiply by 2 months.
 (take your written amount at the top of the page x 4 =)
 \$_____ This is your personal suggested Inventory

*Average customer purchases \$75 per appt. Corporate suggests a 2 month inventory supply. Inventory will need to be adjusted as you build your customer list because an average customer reorders \$40 a quarter so that's another \$800 in store per 8-10 customers.