**Inventory Talk Guide – use with Ready Set Sell Brochure**

**Updated 2/27/12**

| **Page** | **You Say** | **She Writes** |
| --- | --- | --- |
| Welcome (color look) | Mary Kay has professional makeup artists design these looks for us, and you get it for FREE. (review what is all included)It’s also the company politely telling you to stop using the other brands of cosmetics in your bathroom, and start wearing ours. You sell what you wear, so you want to wear it all!Now, we have a 15 day deadline with this free gift, so I’m glad we are talking today. | 15 day deadlineFREE custom lookSell what you wear |
| Bundles | These are the free product bundles that you will get to choose from! Mary Kay gives tons of free product with your inventory order, and you can choose the ones that you like the best.The number of bundles you will get to choose depends upon the size of the package you go with.  | I chooseBased on package |
| 3600 package | **Left page** – this is not reality – I will design a skin care package for you based on your age, race, target market, likes, dislikes, etc – wouldn’t you agree you will sell what you like?This package includes enough variety to sustain you as a new consultant through 2-3 appointments per week.You will be able to take your 40% profit right away (quickly review 50% to replace products sold, 10% for expenses, 40% to your bank account – more details in our money management training).The loan amount on this package is going to be about $4100 ($135/mo). MK thought of everything – they charge us the sales tax on the retail up front, so we don’t have to mess around with quarterly sales tax reporting and payments. We just collect that same sales tax from our customers when we sell the product. I’m also including just a few basic supplies, like cute bags to put your products in when you sell them. Everyone likes it when their purchases look like presents!At this level, you are a star consultant, and you will get referrals from Mary Kay of customers who are looking for a consultant.**Right page** - With this package, you get the bundle that includes a microdermabrasion set and a firming eye cream, plus you get to choose 5 more bundles worth up to $620. AND Mary Kay gives you $125 credit (biz builder bucks) that you can use the next time you order. | 2-3 appointments per weekLoan amount about $410040% profitStar consultant and referrals6 bundles free product$125 credit for next order |
| 3000 package | **Left page** - Enough product for 1-2 appointments per weekLess boutique items (men’s line, body care, fragrance)40% profitLoan amount 3400 (about $115/mo)Star consultant & referrals**Right page** – skin care bundle plus you choose 4 bundles worth up to $525$100 biz builder bucks | 1-2 appointments per weekLoan amount about $340040% profitStar consultant and referrals5 bundles of free product $100 credit |
| 2400 package | **Left page** -Enough product for 1 appointment per weekNo boutique items – for example, I will order you one fragrance, so you can show people we have them, but you won’t have any in stock.30% profit (extra 10% to reinvest to fill holes)Loan amount $2800 (about $93/mo)**Right page** – skin care bundle plus you choose 3 bundles worth up to $430$80 biz builder bucks | 1 appointment per weekLoan amount about $280030% profitStar consultant and referrals4 bundles of free product $80 credit |
| 1800 package | **Left page** - Hobby consultant package – hit & miss appointmentsSkin care, some supplements, a little glamour – for example, I can order you about 6 of our 36 lip stick shades, so you have a few for people to see.This is the last package that still entitles you to star status and referrals from the company.If you want to grow your business over time, you’ll want to invest some of your profit later to add to your inventory Loan amount $2100 (about $74/mo)**Right page** – skin care bundle plus you choose 2 bundles worth up to $335$50 biz builder bucks | Occasional appointmentsLoan amount about $2100Star consultant and referrals – last one3 bundles free$50 credit |
| 1200/600 | **Left page** -These two are packages for personal use consultants – where they are only ordering for themselves, or perhaps a couple of family members.No profit to take – not selling product at this levelNo star status or referrals**Right page** – 1200 gets skin care bundle plus choose 1 worth up to $210 free$35 biz builder bucks600 gets free skin care bundle$15 biz builder bucks | Personal useNo profitNo star or referral1200 – 2 bundles free$35 credit600 – 1 bundle free$15 credit |