

Inventory



Your Most Important Business Decision!

Now that you have made your decision to embark on your Mary Kay career, the most important decision you will make is how much inventory you carry - or even if you have merchandise available. As your Director, I am here to share with you those ideas which experience has shown us are good for building your success in Mary Kay.



Starting with inventory is an option.

Here are a few ADVANTAGES of Starting with Inventory.

1. **Customers will buy MORE when that can "Take it home NOW!"** You will sell more because women buy impulsively and will delight in being able to take the product home and use it immediately.
2. **Customers Compliance with products.** When your client takes it home immediately, she remembers how to use the product and will not change her mind as she might if you come back two weeks later to deliver her order.
3. **It is a time saver for YOU.** While you are making deliveries, you could be doing another class!
4. **Gift Giving Services.** You will have product on hand for making and marketing gift sets.
5. **"Creative Financing"** Being able to take the product home NOW is a big seller even to women who can pay all up front. Offering a split payment will allow them to take some or all of the products home right away. If she had to wait for the product and the money she would not be likely to buy.
6. **You are in business to Make Money!** Any business requires an adequate supply of products to service customers. You can Choose to make money from your first skin care class by starting your business with a profit - level inventory or you can choose to delay taking profit from your business by starting with a smaller inventory and re-investing your profits until your inventory reaches profit - level. . . It is your choice!
7. **Most Important - ACCOUNTABILITY!** You immediately start your business with a Business Mentality. Experience has shown that when you treat this business... like a Business. . .you get Business Results. On the other hand, when you treat it like a Hobby. . .you get Hobby Results!

Often a New Consultant will ask that I suggest for them, of course this is a personal and financial decision. However, because of my experience in the business, I do offer the following suggestions.

If you are planning to succeed and want BUSINESS RESULTS, if possible order the FULL INVENTORY.
If you are desperate for money and need to pay yourself a salary immediately, order the FULL INVENTORY.
If you are absolutely TERRIFIED or looking for HOBBY RESULTS, you may consider a partial inventory.
But know that you will need to reinvest!

THERE IS ABSOLUTELY NO RISK IN MARY KAY!!!

Mary Kay has a 90% buy-back guarantee. If your first year, you chose to leave Mary Kay, our company will buy back your remaining inventory at 90% of what you paid for it. If you hold only one class, you cannot lose money in this business!!

It is your Choice. . . Make your choice wisely!

