



Welcome to the
Bartsch Area
Dream Team

New Consultant Welcome Packet



**RED
HOT**



Margaret **Bartsch** **One Woman Can!**

Welcome!

Congratulations on your decision to become a Mary Kay Independent Beauty consultant. I truly believe the reason for our success now and in the future can be traced to one common factor; quality people like you! Welcome to our fabulous Area!

I love this business because you never stop learning and there are always opportunities to grow. As a new Consultant, I strongly urge you to start scheduling and holding your first appointments as soon as you receive your Starter Kit because what you lack in experience you can make up for in enthusiasm! Although you'll have the opportunity to take advantage of continuous education in your Mary Kay business, activity will provide your greatest sense of learning. Mary Kay herself often said, "You can do everything right with the wrong attitude and fail to succeed, but you can do everything wrong with the right attitude and succeed beyond your dreams!" the first few weeks of your Mary Kay business can really set the pace of your future.

I am so excited for you! I care about your future and I am committed to helping you succeed. You'll want to try all the products and start working on your contact list. As always, I will match my time 100% with your effort! Be patient with yourself and just take it one step at a time. After reading this letter, please check out our unit website, it is updated continuously with extremely helpful information for your business. The address is www.bartscharea.com

Blessings to you,

Margaret

Area Website: www.bartscharea.com

Margaret's Office: 678.794.3451

E-Mail: bartscharea@aol.com

Conference Call: 641.715.3200 code: 559301



Great Start

7 Simple Steps & 45 Days to a Great Start!

When you complete all 7 steps in 45 days, you will earn the gorgeous Mary Kay Jeweled Calculator!



1. **WELCOME!** Log onto our website: www.bartscharea.com and work through your 7 Steps to Success!
2. Listen to the Welcome Video and fill out your New Consultant Questionnaire.
3. Complete your Think Like a Business Woman sheet and send it to Margaret. Listen to Inventory videos Part 1 & 2.
4. Make your Inventory Decision within your first 10 days or first month of joining!
5. Complete all 4 New Consultant Power Hours in your first 14 days!
6. Complete your Perfect Start with 15 Faces in 15 Days or Power Start with 30 Faces in 30 Days!
7. Complete your Pearls of Sharing calls with Margaret.

When you complete all of the above submit your online prize voucher to claim your prize at www.bartscharea.com

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Power Hour

To help you build a solid and strong foundation you will want to complete your 4 New Consultant Power Hour Calls. Each call will help you Build A Strong Foundation for your New Business!

*Foundation to Success

*Booking with Results

*Product Knowledge is Powerful or Coaching is Key

*A Power Close with Great Sales Plus Bookings

Complete all 4 calls and earn Power Training Session with your Director!

All Conference calls are held on **Sundays at 8:00pm EST** on a rotating basis.

Power Hour Call# 641-715-3200 passcode 559301#

Check the upcoming schedule on the Unit Calendar at www.bartscharea.com

TIPS FOR LEARNING:

- You'll want to take advantage of all the learning components – reading, listening and completing activities, challenges and vouchers to get the most out of the program.
- Challenge yourself to schedule regular time for working through this program. It's better to skip a step and come back than to get stuck on an activity or idea.
- Ask your recruiter or Sales Director if you have questions.
- The activities and vouchers are an important part of this program. You'll want to compete the online vouchers as you complete each Conference Call and it's corresponding activities.
- Practice, practice, practice. You don't have to know it all before starting your business: you can learn as you go. I suggest you listen to the Starting Points CD found in your Starter Kit more than once to get the most from it. Each time you listen, you can learn something new!

Have fun! Consider your Mary Kay career a journey with exciting experiences and growth opportunities along the way. Give yourself permission to succeed as well as make mistakes – and learn from both – as you accomplish your dreams!



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Pearls of Sharing

I am so excited you are in my area!

My job, as your director, is to teach you how to do two things: how to be an awesome seller of this product and how to be an awesome team builder in this company. I know that you are in the right place at the right time, because you are in one of the top units in ALL Mary Kay! We are breaking records, and YOU are going to be part of the victory! I am going to teach you how to team build through “practice surveys,” called the Pearls of Sharing. I want you to pick 6 fun, sharp women who would be willing to help you with your “pearls training,” and more importantly, who you would LOVE to work with. Here are the prizes you will earn through your Pearls of Sharing training:

3 Surveys earns you the earrings		3 more Surveys earns you the bracelet		1st Team Member within 30 days earns you the necklace!	
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Check with your Director for the days and times of upcoming Marketing Calls.

The 24 Hour Marketing Call number: 641.715.3900 code: 73054#. You can also e-mail a Marketing video available on the website under “MK Opportunity”.

IMPORTANT: Every Consultant in our unit completes her “Pearls of Sharing” in her first month. I know you will too!

Pearls of Sharing Script:

Hi _____, it's _____. Do you have a quick minute? Great. I am SO excited! I just became a beauty consultant with Mary Kay! My director has challenged me, as part of my training, to share the facts about the company with 6 fun, sharp women so I can learn how to share information and answer questions with the women I meet as I'm building my business. I immediately thought of you because _____ and I knew you would be willing to help me. It's totally painless. All you need to do is listen to a quick phone call with my director. And, I'm going to give you a free lip gloss just for listening, and you will also be helping me win my pearls of sharing jewelry! Is there any reason why you couldn't help me out? *If she says no b/c she doesn't want to sell MK simply say* “Great! I knew this was probably something you weren't interested in doing, which is why I'm asking you to help with my training—this way I won't feel nervous! I just need to practice with 6 women I know who love me so I can learn and earn my pearls!!! The call is recorded so you can listen to it anytime! The number is 641-715-3900 access code: 73054#. Thank you so much for helping me!

My 6 fun, sharp women are (Call in or email list to Margaret!):

- | | | |
|---------------|--------------|-------------|
| 1. Name _____ | home # _____ | Cell# _____ |
| 2. Name _____ | home # _____ | Cell# _____ |
| 3. Name _____ | home # _____ | Cell# _____ |
| 4. Name _____ | home # _____ | Cell# _____ |
| 5. Name _____ | home # _____ | Cell# _____ |
| 6. Name _____ | home # _____ | Cell# _____ |

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Inventory Options

Discovering your Inventory Options

Watch the Inventory Options Videos Part 1 & 2 on the website under New Consultants

Advantages

- **Higher Sales**—Women are impulse buyers. They want their products as soon as they fall in love with them. Your sales will be 57% higher if you carry inventory to give immediately to your customers.
- **Less Chance of Losing the Sale**—Women do not usually change their mind once they have the product in their hands. However, if they have to wait for the product, they may change their mind about their order due to money, stress, or husband.
- **Your Confidence**—You are more likely to actively work your business if you have product on your shelf. You will feel like a professional and have more confidence in your sales ability.
- **Motivation**—Your inventory will motivate you to do your business when you lack self-motivation. Product sitting on your shelf will motivate you to get on the phone and out there selling.
- **Profit**—You will see a profit sooner from carrying inventory. If you have to place orders; it takes longer to see profit. Also, you can see a higher commission level from your sales because you will be able to order in larger quantities and less often.
- **Higher Reorders and Less Drop off**—If you are able to immediately service your customers with product as soon as they run out, they will learn to depend on you. If you have to place an order to the company, they may look for another consultant that stocks an inventory.
- **Less Frustration**—Consultants who do not carry product tend to get frustrated with their business. . . .sometimes to the point of quitting. Not carrying inventory is one of the most common reasons for consultant dropout

Disadvantages

Fear of Debt

Some consultants look at borrowing money for an inventory as “debt.” This can cause fear. However, when you look at your inventory from a business standpoint, it’s really an “investment.” You double your investment each time you sell a product.

Remember also, you have a 90% buy-back, guarantee for an entire year from the date you placed your inventory order. (This guarantee is printed on your Beauty Consultant agreement.) You really have everything to gain and nothing to lose by purchasing an inventory to begin your business.

Financial Options/Suggestions

1. Apply at more than one bank or credit union.
2. Select the option that offers the best interest rate.
3. Consider a co-signer, if you are initially turned down for your loan.
4. Consider borrowing against a CD.
5. Do not request a “business loan.” They are much more difficult to obtain than a “personal loan” and require more paper work. They are usually charged additional fees and a higher interest rate as well.

How to Apply for a Chase Visa MK

1. Go to the homepage of www.marykayintouch.com at the top left hand corner is the link for ordering and then a drop down menu will reveal MK Connections, click the link.
2. Click on VISA MK Credit Card link.
3. Click on Apply link.
4. When you apply, make sure everything is perfect before you hit the submit button. Do not hit stop, back or refresh button while they are processing your application. You will not receive instant approval if you do this.
5. Once you are approved, WRITE down the credit card number and expiration date and THEN print the screen shot. If you lose the number for any reason, federal law prohibits that CHASE give you the number over the phone and your card will not arrive for approximately two weeks.
6. You will receive a temporary limit (usually \$1,000), so call immediately (800)216-1129 to find out what your final approval limit is. You may need to press 0 to speak to a customer service representative.



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Show Up To Go Up!



Weekly Success Events

A huge part of your success will come from being with and learning from the Sales Directors and your sister consultants at our weekly Success Events! Here you will experience the sisterhood of Mary Kay and get the top notch education and experience needed to help you grow your Mary Kay business. This is also where you will receive your recognition and prizes, beginning with your own personal Beauty Consultant Pin! Mary Kay Ash always said, *“Those who show up, go up!”* Information about the Weekly Success Event can be found on the website under Events.

Date for New Consultant Pinning _____

Dress for all MK events is professional attire: skirt or dress (no pants please!)

Here are some additional Success Meeting tips:

- To receive your much deserved recognition, fill out your Weekly Accomplishment Sheet (no matter what's on it!) each week by 10pm Sunday night. Simply go to www.marykayintouch.com and select “Enter Weekly Accomplishments” from the “Business Tools” pull down menu. This must be turned in on time in order to receive recognition at the meeting.
- Punctuality is very important now that you are in business. Always arrive 10 to 15 minutes early to all events, meetings, and appointments. Tardiness is not fashionable!
- Always dress in Mary Kay attire: No Pants unless otherwise stated (rare occasions)
- Learn and earn at the same time by making every effort to bring guests to all special events
- Don't forget to let your guests know we dress professionally so they won't feel uncomfortable.
- Small children should not be brought to meetings and/or events. You'll want to arrange dependable childcare for meeting and training times.
- Please turn your cell phones off or to vibrate and, please, no texting during the meeting.
- No gossiping or negativity allowed!

Visit the Unit Calendar at www.bartscharea.com

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New Consultant Promotions

Great Start



Complete the 7 activities in the Great Start checklist within 45 days to earn this calculator!

Star Start

Become a Star Consultant in the same month as joining and earn this gorgeous bronze cross body bag! Start as either an Emerald or Pearl star and earn these beautiful sunglasses!



First Four Steps

Complete the first 4 steps of the Great Start program in your first 10 days and/or within the same month as signing your agreement and earn your fabulous Mary Kay



Power Hour

Complete all 4 New Consultant Power Hour calls and earn a Power Training Session with your Director! Complete 3 months of Focus Folder to reach your 90 day Goals!

1. Orientation
2. Booking with Results
3. Product Knowledge & Coaching
4. Power Close plus Booking from Bookings

Perfect Starts

Perfect Start

Complete 15 Faces in 15 Days



Power Start

Complete 30 Faces in 30 Days



Power Start Plus

Complete 30 Faces & 6 Interviews in 30 Days



Pearls of Sharing

Complete 3 Marketing Calls for the earrings.



Complete 3 more Marketing Calls for the bracelet.



Add a new team member for the necklace!



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Going for the Gold!

Name: _____

Month: _____

*Vouchers must be received by the 5th of the following month

One Woman Can...Every Director Debut **One** by Leadership 2013

Personal Wholesale: _____

Personal Recruits: _____ Qualified: _____

Level Achieved: _____

Faces

Name/Phone	\$ Sales	Booked
1		
2		
3		
4		
5		
6		
7		
8		
9		
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11		
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42		
44		
45		

Parties

Name/Phone	Followed Up	Recruited
1.		
2.		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Interviews

Name/Phone	Followed Up	Recruited
1.		
2.		
3		
4		
5		
6		
7		
8		
9		
10		

Meet Margaret



JOINED MARY KAY: January 1994

FORMER OCCUPATION: Employment agency owner

HIGHLIGHTS: Independent Sales Director, November 1994; Independent National Sales Director, December 2003; Millionaires Club (has earned more than \$1 million in commissions during her Mary Kay business)

Head of the class. “Being a good student was key to my Mary Kay business success. Tell me what to do, and I’ll do it. It’s very clear cut with the Mary Kay opportunity,” says Independent National Sales Director Margaret Bartsch. When her Independent Sales Director advised her to accomplish a “Perfect Start” back in 1994, Margaret sold \$1,800 worth of Mary Kay® products in the first two weeks of business. Within seven months, she earned the use of her first career car and was well on her way to success.

Margaret was always a good business student — she started her own employment agency at age 22. What she lacked was balance and flexibility, two of the most valuable lessons she’s learned as a mother and a businesswoman. “The Mary Kay opportunity gives us choices — where we choose to spend our time versus being told where we have to spend our time. Women don’t think they can have it all, but with the Mary Kay opportunity, it’s not just a catch phrase. It’s a reality, if you choose it,” says Margaret.



Margaret also chooses to spend time with her sports-minded family. “My husband, Ashley, is head coach of my son’s football team and my daughter’s soccer team. We play every sport — football, basketball — he’s an ‘All-American’ father. We also have a golf course in our neighborhood, and we all play. We all golf together a lot — our son, Austin, and Alexis, our daughter. It’s insane, plus there are piano lessons, but with a Mary Kay business, I have time to make the best choices.”

Fondly known as “the quiet storm” by her peers, Margaret embodies a soft approach and a steely determination. “I’m not the life of the party, but I’ve changed so many lives. Changing lives is what gets me up every day. Today, I could put a dream in a woman’s heart that changes her life forever.”

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10