



Getting to Know You

Please return this to your Director for a special prize!

Today's Date _____ Date of Signed Agreement _____

Name _____ Recruiter _____

Husband's Name _____ Your Birthday _____

Children's Names & Ages _____

Home Phone _____ Cell Phone _____ Work Phone _____

Address _____ City _____ State _____ Zip _____

Email Address _____

I check my email: Daily Every Few Days Weekly Hardly Ever (circle)

Why have you decided to start your MK business? _____

I would like/need to earn \$ _____ profit per week.

I plan to work my MK business 1-5 6-10 11-15 20+ hours per week. (circle)

I am interested in the following: (check all that apply)

- Earning team-building commissions Earning the use of an MK career car
- Replacing my full-time job income Becoming a Director
- Participating in a goal-setting or pacesetters class that will help me reach my goals

I am most motivated by: (Number 1-8, 1=highest, 8=lowest)

- Praise for a job well done Prizes & Recognition Money, Financial Rewards
- Self-Accomplishment Part of Winning Team Competition
- Step-by-Step Plan for Success Being a Leader
- Other (specify) _____

Please share with me a little about yourself, your past work experience, your family, and anything else you would like me to know to work with you most effectively. _____

My wildest Mary Kay dream or vision is _____

As your Director, how can I help you the most? _____

Attitude

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company...a church...a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play the one string we have, and that is our attitude...I am convinced that life is 10% what happens to me and 90% how I react to it . And so it is with you...We are in charge of our Attitudes"

By Charles Swindoll

Inventory – A Business Woman’s View

Benefits of Inventory

- Women are impulsive buyers and will love being able to take products home immediately, just like they can at the mall.
- When she takes it home immediately, she remembers how to use it.
- If she has to wait weeks for delivery, she has more time to change her mind and cancel the sale.
- It saves you time. You do not have to become an order-taker & delivery lady.
- Product on your shelf motivates you to work consistently & confidently.
- You will be less frustrated. It's tougher to sell what you don't have.
- You set yourself up for success with your commitment.

Mary Kay always said, "You can't sell from an empty wagon."



Be sure to review all of the inventory information given to you before placing your first order! Placing your first order without all of the facts could result in the loss of hundreds of dollars of free products.

How many businesses require tens of thousands of dollars worth of investment to begin? In Mary Kay we have two options:

1. Invest \$100 for your starter kit, demo the products, and be an order-taker.
2. Invest in inventory, stock your own shelves with products and be able to provide on-the-spot delivery and quick customer service.

Your investment is a very low risk with high gains. Say you invest \$3,600. You sell it, turning it into \$7,200. Plus, you have the safety and peace of mind knowing that Mary Kay will buy back your products at 90% within your first year if you decide not to continue your Mary Kay journey.

It is proven that when you have products on your shelf, you will sell 57% more! The more product you have, the more product you will sell and the more profitable you will be.

Now it's time to think BIG! When you begin your business at a profit Star Level inventory, Mary Kay gives you a huge bonus totaling hundreds of dollars in free product. This great bonus offsets interest on a loan and gives you an opportunity to really make money. You can sell your bonus products and make 100% profit, or you can use them as hostess gifts.

Another advantage of having profit level inventory is you will sell more. Women are impulse shoppers and want their products right away. If you wanted to buy a lipstick from the cosmetic counter at the mall and all they had was some samples and a catalog to order from, would you give them your money? Or, would you go to the next counter where they had products for you to take home immediately?

Think differently! Think abundant thoughts so you can have an abundant life! Step out of your comfort zone and grow to your full potential. Small thoughts, actions, and plans produce small results. BIG thoughts, actions, and plans produce BIG results! It's a choice. Which do you choose today?

Inventory = Great Time Management = More \$\$ Per Hour

The average Skin Care Class takes 2 hours with 4 women spending about \$300. The average Facial takes 1 hour with about \$100 in sales. Let's say you had a class and you sold \$500 and a facial that brought \$100.

•Class = \$125 profit per hour (half of \$500=\$250/2 hours - \$125 per hour)

•Facial = \$50 profit per hour (half of \$100=\$50 per hour)

That means you made \$175 in 3 hours! This is your profit **IF you have product on hand**. If you don't, you have to figure in paying *added shipping* PLUS the hours you spend ordering and delivering products and re-explaining how to use them. Your one-hour facial turns into at least 2 hours, and you only end up making \$20 an hour. Would you rather make \$20 an hour as an order-taker or \$50 an hour as a businesswoman? It just makes good business sense to have inventory on your shelf!

New Consultant Free Product Bonus Chart

WHOLESALE (YOUR COST)	DIS-COUNT	RETAIL VALUE (YOU SELL FOR)	FOR NEW CONSULTANTS ONLY				TOTAL INVESTMENT Including tax – Example of monthly payment at 12% interest, if borrowing
			ORDER- ING BONUS*	15-DAY BONUS! Custom Color Look	TOTAL FREE**	TOTAL RETAIL VALUE	
Career \$3,600 Emerald Star	50%	\$7,200 40 faces Power Start	\$613	\$113.50	\$726.50 FREE Ladder of Success Pin/ Add-A-Diamond Ring/ Emerald Star Prize	\$7,927	\$4,300 \$154 – 36 months or 12 lipsticks sold per month
Professional \$3,000 Diamond Star	50%	\$6,000 35 faces Power Start	\$528	\$113.50	\$641.50 FREE Ladder of Success Pin/ Add-A-Diamond Ring/ Diamond Star Prize	\$6,642	\$3,600 \$117 – 36 months or 9 lipsticks sold per month
Premium \$2,400 Ruby Star	50%	\$4,800 25 faces Perfect Start	\$400	\$113.50	\$513.50 FREE Ladder of Success Pin/ Ruby Star Prize	\$5,314	\$3,000 \$100 – 36 months or 8 lipsticks sold per month
Superior \$1,800 Sapphire Star	50%	\$3,600 18 faces Perfect Start	\$326	\$113.50	\$439.50 FREE Ladder of Success Pin/ Sapphire Star Prize	\$4,040	\$2,300 \$74 – 36 months or 6 lipsticks sold per month
Enhanced \$1,200	50%	\$2,400 10 faces	\$211	\$113.50	\$324.50 FREE	\$2,725	\$1,600 \$90 for 18 months or 7 lipsticks sold per month
Basic \$600	50%	\$1,200 6 faces	\$115	\$113.50	\$228.50 FREE	\$1,429	\$800 \$80 for 12 months or 7 lipsticks sold per month
\$400	50%	\$800	—	—	—	\$800	\$466
\$200	50%	\$400	—	—	—	\$400	\$233

*Order must be received in the same or following calendar month of agreement date to qualify for New Consultant Bonus
 ** Order must be received in 15 DAYS of agreement date to qualify for 15-Day Bonus Look.



Travel Roll-Up Bag is free with initial order of \$600 or more!



Debt or Investment?

Understanding What Debt Really Is!

Dr. Robert Schuller

What, after all, is debt? Fresh out of the seminary, newly married, and just installed as pastor of my first church, I was earning a little over two hundred dollars a month. When winter approached, I needed coal for the furnace. I went to the coal yard and asked how much coal I would have to buy, how much it would cost and if I could charge it. "About five tons, it will cost you \$75, and we will not charge it, Reverend. You'll have to borrow the money somewhere for we don't give credit on coal." And that was that.

So, I went to ask for a loan for \$75 for the coal. The banker gave me a valuable lesson in economics. "I'll lend you the money for coal this time, but never again. When you borrow money for coal, you are going into debt. The coal will be burned. When it is gone, if you are unable to pay your loan, there is nothing you can sell to pay us back. When you borrow money for coal, or food, or the light bill, or the water bill, you are spending money that is gone forever. This is real debt!

If you want to borrow money to buy a car or a house, we will lend you the money. Then you are not going into debt; you are going into the investment business. If you cannot pay off your auto loan, you can sell the car, pay us back what we have coming and any money you have left is your return on your investment. If you borrow money to buy a store and you borrow money for saleable goods to stock the shelves, you are not in debt, you are in business. If you cannot pay off your loan, we sell the store and the goods; if there is money left over after we are repaid, you can have the profit from your investment. If you have no money left over after paying off the loan, you haven't made any money. It's that simple!"

It was this advice which was to give me greater courage years later when starting our new church. How long would it take to collect the money from surplus offerings? Perhaps twenty years! So we decided to borrow the money. When finished, the entire development was valued at one million dollars. Nearly \$600,000 was borrowed money. Someone said to me about that time, "I hear you folks have a debt of \$600,000." I corrected him, "Actually we have no debt. We could sell our property for a million dollars, pay off all mortgages, and have \$400,000 in the bank. We don't have a debt. We're worth almost half a million dollars!"

So it also is with your Mary Kay business!



Making Dreams Come True

Can achievement be broken down into steps? Those who achieve great things usually go through much of the same process, with many of the items listed below as part of that process.

So, if you want to be a high achiever, look through the following and internalize the thoughts presented. Then begin to apply them. You will be on the road to achieving your dream!

1. **Dream it** – Everything begins in the heart and mind. Every great achievement began in the mind of one person. They dared to dream, to believe that it was possible. Take some time to allow yourself to ask, "What if?" Think big! Don't let negative thinking discourage you. Dream of the possibilities for yourself, your family and for others. If you had a dream that you let grow cold, re-ignite the dream! Fan the flames.
2. **Believe it** - Yes, your dream needs to be big. It needs to be something that is seemingly beyond your capabilities. But, it also must be believable. You must be able to say that if certain things take place, if others help, if you work hard enough – though it is still a big dream – it can still be done.
3. **See it** - The great achievers have a habit. They see things. They picture themselves walking around their CEO office in their new \$25 million corporate headquarters, even while they are sitting on a folding chair in their garage headquarters. Great free throw shooters in the NBA picture the ball going through the basket. PGA golfers picture the ball going straight down the fairway. World-class speakers picture themselves speaking with energy and emotion. All of this grooms the mind to control the body to carry out the dream.
4. **Tell it** - One reason many dreams never go anywhere is because the dreamer keeps it all to herself. It is a quiet dream that only lies inside her mind. The one who wants to achieve her dream must tell that dream to many people. One reason: as we continually say it, we begin to believe it more and more. If we are talking about it then it must be possible. Another reason: it holds us accountable. When we have told others, it spurs us on to actually do it so we don't look foolish.
5. **Plan it** - Every dream must take the form of a plan. The old saying that you get what you plan for is so true. Your dream won't just happen. You need to sit down, on a regular basis, and plan out your strategy for achieving the dream. Think through all the details. Break the whole plan down into small, workable parts. Then set a time frame for accomplishing each task on your dream plan.
6. **Work it** - Boy, wouldn't life be grand if we could quit before this one! Unfortunately, the successful are usually the hardest workers. While the rest of the world is sitting on their couch watching re-runs of Gilligan's Island, achievers are working on their goal – achieving their dream. I have an equation I work with: your short-term tasks, multiplied by time, equal your long-term accomplishments. If you work on it each day, eventually you will achieve your dream.
7. **Enjoy it** - When you have reached your goal and you are living your dream, be sure to enjoy it. In fact, enjoy the trip too. Give yourself some rewards along the way. Give yourself a huge reward when you get there. Help others enjoy it. Be gracious and generous. Use your dream to better others. Then go back to number 1. And dream a little bigger this time!

Chris Widener is a popular speaker and writer, as well as the president of *Made for Success*.



The bumblebee should not be able to fly. Experts claim the bumblebee is not designed for flight because it is too short, too fat and its wings are too little for its body. The bumblebee doesn't know this and flies anyway!

What we believe is what we can achieve. We may have many strikes against us, but if we want it bad enough and if we work hard enough, we will achieve it.

"The dream I have for you soars on silver wings. You must embrace your dream with all your might and work at it every single day with love-filled intensity. We do have a mission—to share our love and our energies, our hopes, our dreams, our superior products and our beautiful, abundant way of life. In doing so, you will be blessed beyond measure with all the riches of life. That's living the Mary Kay dream."
~Mary Kay Ash

Career Path – Moving Up!



Senior Consultant
 (1 active team member)
 WEAR: Black Skirt w/ White Blouse
 4% Love Checks
 Team Leadership

Senior Consultant / On-Target Red Jacket
 (2 active team members)
 WEAR: Black Skirt w/ White Blouse
 4% Love Checks
 Team Leadership
 Eligible to order Red Jacket



Red Jacket / Star Recruiter
 (3-4 active team members)
 WEAR: Red Jacket, White Blouse & Black Skirt
 4% Love Checks
 Team Leadership
 Star Recruiter Enhancer Pin



Team Leader
 (5-7 active team members)
 WEAR: Red Jacket, White Blouse & Black Skirt
 9-13% Love Checks
 Team Leadership
 Team Leader Enhancer Pin
 Eligible for Team-Building Bonuses
 Eligible to go On-Target for 1st career car

Team Building – A Great Avenue of Income!
 Can you get excited about this...?

A. **Star Recruiter** with 3 team members earns 4% commission.
Example: If the team's wholesale orders for the month total \$4,000, she receives a **\$160** commission check.

B. **Team Leader** with 5 team members earns 9% commission.
Example: If 3 of the team members order and the total is \$4,000, she receives a **\$360** commission check.

Example: If all 5 team members order and the total is \$4,000, and if the Team Leader places a \$600 wholesale order, she receives 13% commission or **\$520**. Plus, she's on-target for the **Chevy Malibu!**

Recite this affirmation to yourself everyday, "I will be a Red Jacket my first month!" Write down 10 people who you would like to work with, and your Director will help you build your team so that you can enjoy all of the rewards that go along with team building. Won't it be fun to work with your friends!

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

Team Building – More Benefits

Level/Title	# Active Team Members	% Commission Earned	Apparel or Jewelry	Perks & Requirements
Consultant	0	0	Mk Pin	50% profit on sales
Sr. Consultant	1 – 2	4% on Personal Team Members (PTM)	Sr. Pin Enhancer Black skirt/white top	PTM must be Active
Star Recruiter / Red Jacket	3 – 4	4% + \$50 Bonus on every new Qualified PTM	Red Jacket & Enhancer	Special seating & recognition / \$50 is on the 4 th PTM & above
Team Leader	5 – 7	9 – 13% on PTM	TL Enhancer	13% if you order \$600 whls & 5 PTM order \$200+ in same month
On-Target Car	5	9 – 13% on PTM		Min \$5,000 team production for 1-4 months \$20,000 total (only \$5,000 personal whls counts)
Future Director	8	9 – 13% on PTM	Future Director Scarf & Enhancer	
Director in Qualification (DIQ)	10 by 1 st of the month	9 – 13% on PTM	Black Blouse with Red Jacket	Monthly Min \$4,000 for 1-4 months / \$18,000 total (only \$4,000 personal whls counts) includes production of New TM of your PTM 1 st month of DIQ & beyond 24 Active TM to finish / 10 must be qualified
Director	24+ Active Unit Members	4 – 13% on PTM 9 – 13% on Unit	Director Suit & Director Pin	Monthly Min \$4,000 Bonuses of \$500+ Personal Team Building Bonus of \$100 each
Sr. Director	1 – 2 1 st Line Offspring Directors	4 – 5% on Offspring Units	Sr. Director Enhancer	Special Classes & Recognition
Future Exec. Sr. Director	3 – 4 1 st Line Offspring Directors	4 – 5.5% on Offspring Units	Enhancer	Special Classes & Recognition
Exec. Sr. Director	5 – 7 1 st Line Offspring Directors	4.5 – 6% on Offspring Units	Enhancer	ESD Lounge & On-Stage Recognition @ Seminar Class with food taught by NSD's
Elite Exec. Sr. Director	8+ 1 st Line Offspring Directors	5 – 6% on Offspring Units	Enhancer	Lounge, NIQ Classes, recognition, teach at MK functions

Are you doing your IPA's?
I ENCOURAGE you to keep them!

Consultant Income Producing Activities

- ___ Personal Interview
- ___ Personal Guest Meeting/Guest Event
- ___ 1 New Personal Team Member
- ___ Interview/Follow-up
- ___ Skin Care Class
- ___ \$100 Day
- ___ 5 New Contacts

Week 1

*(phone or in person - must get name & #)

Consultant Name:

10 per week = Malibu Activity
15 per week = Camry/Equinox Activity
20+ per week = Cadillac Style!!

Consultant Income Producing Activities

- ___ Personal Interview
- ___ Personal Guest Meeting/Guest Event
- ___ 1 New Personal Team Member
- ___ Interview/Follow-up
- ___ Skin Care Class
- ___ \$100 Day
- ___ 5 New Contacts

Week 2

*(phone or in person - must get name & #)

Consultant Name:

10 per week = Malibu Activity
15 per week = Camry/Equinox Activity
20+ per week = Cadillac Style!!

Consultant Income Producing Activities

- ___ Personal Interview
- ___ Personal Guest Meeting/Guest Event
- ___ 1 New Personal Team Member
- ___ Interview/Follow-up
- ___ Skin Care Class
- ___ \$100 Day
- ___ 5 New Contacts

Week 3

*(phone or in person - must get name & #)

Consultant Name:

10 per week = Malibu Activity
15 per week = Camry/Equinox Activity
20+ per week = Cadillac Style!!

Consultant Income Producing Activities

- ___ Personal Interview
- ___ Personal Guest Meeting/Guest Event
- ___ 1 New Personal Team Member
- ___ Interview/Follow-up
- ___ Skin Care Class
- ___ \$100 Day
- ___ 5 New Contacts

Week 4

*(phone or in person - must get name & #)

Consultant Name:

10 per week = Malibu Activity
15 per week = Camry/Equinox Activity
20+ per week = Cadillac Style!!



Tips & Tools from the Top

10 Tips to Become Financially Fit

1. Get your inventory up to at least \$3,600 wholesale. There is more confidence in this business when you know you have the product customers want, which leads to more bookings.
2. Stop placing small orders that cost you over \$8 each time and cut into your profits. Place a larger order once or twice a month instead of four small orders in a month. You could save up to \$33 in shipping.
3. Use your credit card or get a loan to pay for your initial inventory order. Remember the 90% buy back guarantee. It's a win-win situation.
4. Get off the credit card interest merry-go-round. Use your credit card once to get your initial inventory, with the understanding that you will not use it again for product orders. Instead, open a personal checking account that is attached to a debit card. You can deposit all of your Mary Kay sales into this account to purchase replacement products for the ones you sell, to pay off your credit card or loan, and to pay yourself. Use your Mary Kay paycheck to pay off personal debt that cannot be taken off of your taxes. Your inventory/business expenses interest can be claimed on your taxes, so be financially wise and get rid of the high interest personal cards first.
5. Consistently hold appointments EVERY WEEK (2-3 each week) just like you would if you were an employee of your company! That means consistently no matter what! Do it anyway! Create the cash flow you need, want, and deserve for yourself and your family. You would be selling \$400-\$600 each week! That means you would deposit \$1,600-\$2,400 into your account each month or \$800-\$1,200 profit each month! That is enough to make a loan payment and bring income to your household. Consistency is key!
6. Make your primary goal to complete a Perfect Start (15 faces in 15 days) or Power Start (30 faces in 30 days)! You'll see a big difference in your income level!
7. Keep track of your weekly sales with the Weekly Accomplishment Sheet. This plan will help you track your goals and progress and keep you accountable to yourself and your family.
8. Don't look back! Keep focused forward! Look at what your possibilities can be next week, next month, even next year!
9. Commit to doing your part of the deal and God will take care of the rest. Be disciplined to do what needs to be done!
10. See yourself as the successful, smart, financially fit businesswoman that you are and deserve to be forever!

Give It Enough Time by Dan Helou (Husband of National Sales Director Kathy Helou)

Have you ever attempted a simple repair job on something in your home, or on your car? The job appeared simple and easily doable. I looked simple enough, but you discovered this "simple" project was larger and more complex than you imagined?

Well, growing a large Mary Kay business is somewhat like this. The task is bigger than we imagined at first. Fortunately, so is the return on our investment! This is the principle that reminds us to BE PATIENT! Settle in, take the long view, and stay on task.

Give it enough time.

I want to give you a little REALISM. Realism does not discourage people, it sets them free! Without a dose of realism, people get started with false expectation. If their business grows more slowly than they anticipated, they conclude that either this business does not work, or that it just won't work for them. The first is just a

general conclusion about the direct selling industry as a whole, but the other is a specific conclusion about themselves...that they are capable of succeeding in this effort.

Each of us comes to Mary Kay with our own individual learning curve. It may be learning to trust yourself as a leader, or servant of others...it may take time to truly comprehend how big this industry is, and that this is the invitation of a lifetime.

Whatever your learning curve is, you probably need more time than anticipated to get through it. Face this reality and keep moving forward.

Lastly, if our business is going to grow over time, we need to be giving it enough time on a daily and weekly basis.

If you want to know about a Pilot's skills, you don't ask "when did you get interested in flying?" or "How many aviation manuals have you studied?" or even "How long have you been a Pilot?" What determines a Pilot's skill comes down to one thing...how many hours have you sat in the cockpit and flown the plane? The answer says it all. There is a vast difference between someone who has flown 15 hours and someone who has flown 15,000 hours.

In Mary Kay there is only one thing that counts as hours logged or flight time: Demonstrating the products and offering the opportunity to someone. Period. That's it. This is a face-to-face, person-to-person business.

You can read the "Applause" magazine, listen to training tapes, attend meetings, watch videos...but none of these counts as flying. If you're not getting in front of people every week, you are not logging hours in the business, and you'll be going...nowhere.

Make a CONSISTENT EFFORT, DUPLICATE YOURSELF, AND GIVE IT ENOUGH TIME!

Go flying!

Managing Your Emotions by National Sales Director Jeanne Rowland

Are you excited one day and discouraged the next? Part of being a successful businessperson is managing your emotions. Work daily to create your aura of success.

You cannot control what happens around you, but you can control how you react to it!

- Choose to leave home at home. It will be there when you get back.
- In your mind, separate your business from you home life. You will have energy to handle both better.
- Be a woman of your word. If you make a promise, do it with a smile, regardless of the dramas around you.
- Keep your latest drama to yourself. We all have our own, thank you.
- Smile. It relaxes and energizes you and everyone around you.
- What you do speaks so loudly no one need hear you speak. Keep doing what is right.
- Show up. Everyone experiences the unexpected. Excuse yourself from that last minute house guest and get to your sales meeting or appointment.
- Create a reputation in your community of excellence and good ethics. It will follow you up the ladder of happiness.
- Expect the best from everyone and every situation. It helps your emotions stay constantly positive.
- Make promptness a habit. It will keep your public image high and others will respect you.
- If you do not value your time, no one will.
- "They don't learn if from the neighbors," my mom always said. Your children emulate every little tiny thing. Is that what you want?



Team-Building Charm Bracelet



Add 5 team members in 1 month for your GOLD CHARM



Add 4 team members in 1 month for your SILVER CHARM



Add 3 team members in 1 month for your BRONZE CHARM



Receive your charm bracelet with your first charm.



Be Charming!

5 = Gold Charm

4 = Silver Charm

3 = Bronze Charm

**Do it all in one month for your
charming prize!**

Online Tools – www.marykayintouch.com

InTouch® and Learn MK™

The InTouch® website is where you place your orders, sign up new team members, process credit cards, manage your customer files, turn in weekly accomplishment sheets, and much more. Spend some time getting familiar with the site. It will save you time and will help you learn about this business. Learn MK™ can be found on the InTouch® website, and its main objective is to feed you with ideas, training and information to help you be successful. You can even complete online lessons and actually receive a score.

myCustomers®

myCustomers® is a customer management tool that is available on the Mary Kay InTouch® home page. This tool provides you a convenient way of storing and retrieving customer information from any computer with Internet access. It also allows you to enter customer information that you can use later for the Preferred Customer Program, and to send electronic greeting cards from the MKeCards® program.

Preferred Customer Program

The Preferred Customer Program (PCP) is one of the easiest and most successful ways to keep in touch with your customers, and it can help you build customers for life.

Let the PCP manage your customer mailings. MK does the work, you save time and money! And your customers will receive beautiful mailers personalized to look like they came directly from you. They will even feature the gift with purchase to help you boost sales.

DID YOU KNOW . . .

- Independent Beauty Consultants who participate in the Preferred Customer Program boost their businesses by an average of more than 30%!
- Approximately 50% of customers will increase their purchase in order to receive the free gift.
- Customers who receive more than six mailings a year from their Independent Beauty Consultant spend, on average, 75 % more annually than customers who receive 2 – 3 mailings a year.

SAVE TIME AND MONEY!

It's almost 40 % cheaper to mail *The Look* through the PCP!



Preferred Customer Program Participant	Non-Participant
<i>The Look</i> with exclusive sampler = 70¢ (Postage included!)	<i>The Look</i> without sampler = 30¢ First-class postage = 1.22¢ (Approx.)
No time spent stamping and mailing	Lots of time spent stamping and mailing
Total: 70¢ per <i>The Look</i> mailing	Total: \$1.52 per mailing (plus your time!)

PROPAY

ProPay

Statistics tell us that those who accept credit cards as a form of payment from their customers have experienced & enjoyed greater average sales per transaction. Accepting credit cards in your business simply makes good sense!

Click on the ProPay link from the InTouch® website to set up your account to process your customers' credit card payments from your computer.

Get a Personal Web Site!

You can get your very own Mary Kay website for just \$25 for the first year. Your site is maintained by Mary Kay and is updated regularly.

If you are signed up for ProPay, your customers can order online & have the option of paying with a credit card!



WHAT WOULD MY BUSINESS BE LIKE IF....

from Sr Director Judy Nepil's newsletter

1. **I THOROUGHLY READ MY CONSULTANT'S GUIDE?**
I would be amazed at the information it contains and how motivating it is!
2. **I USED MY WEEKLY PLAN SHEET?**
I would be organized; my family would know my schedule; and, I would be in control of my business!
3. **I MADE OUT THE SIX MOST IMPORTANT THINGS LIST NIGHTLY?**
My priorities would be in order and I would feel a sense of accomplishment!
4. **I NEVER MISSED A SALES MEETING?**
I would be recognized as a Unit supporter and I would be one of the best trained and most highly motivated Consultants in the area!
5. **I ACTUALLY SET A GOAL AND WAS SERIOUS ABOUT IT?**
I would quit living beneath my privilege; I would experience the thrill of success!
6. **I SPENT 5 HOURS PER WEEK ON CUSTOMER SERVICE (1 hour per day)?**
My telephone sales would soar and my clients would stay with me. I'd book more skin care classes and interviews. I'd feel great!
7. **I ACTUALLY BOOKED 5 CLASSES PER WEEK?**
I would hold 3 classes per week and have sales between \$300-\$700 per week -- and that would increase as I polished my skin care procedure and reorder business!
8. **I MEMORIZED AND USED THE CORRECT BOOKING APPROACHES AND FOUR POINT RECRUITING PLAN?**
My time would be invested into future business with every class I held!
9. **I COACHED EACH ONE OF MY HOSTESSES THOROUGHLY?**
Skin care classes would hold and the sales would be higher! My class would be better because of a positive, helpful Hostess!
10. **I CALLED EACH GUEST PRIOR TO THE SKIN CARE CLASS TO COMPLETE HER BEAUTY PROFILE?**
She would feel special and look forward to attending the class! I could pre-package her Basic for a smoother closing!
11. **I SELECTED ONE PERSON FROM EACH SKIN CARE CLASS AND OFFERED HER THE MARY KAY OPPORTUNITY?**
I would schedule at least three interviews each week or have at least three guests at Unit Meetings! I would have two or more new BUSINESS ASSOCIATES each month, raise 8% checks to 12% checks, and become a V.I.P.!
12. **I ACTUALLY PACKAGED COMPLETE SETS FOR EACH PERSON ATTENDING MY CLASS?**
I would send a lot more customers home with Basics and Completes!
13. **I LEARNED TO OVERCOME OBJECTIONS AND DO AN EFFECTIVE CLOSING AT THE END OF MY SKIN CARE CLASS?**
I would double and even triple my dollars earned per hour!
14. **I ACCEPTED MY DIRECTOR'S BELIEF IN MY ABILITY AND POTENTIAL?**
I would recognize what a unique person I really am! I would attempt otherwise fear! I would accept the reality that there is only one person who stands between me and success....and that person is ME!!!

Activity Status Explained

- **Active:** You are considered *active* in the month a minimum \$200 wholesale Section I product order is received by the company and the following two calendar months, without regard to the actual day of the month in which the order is received. For example, if a \$200 wholesale order is received on April 27, active status for the Beauty Consultant would be for the calendar months of April, May, and June.
- **I1 – Inactive 1st month:** You have not placed a minimum \$200 wholesale order in the past three calendar months. In the previous example, if you did not place an active order in May or June, you would be inactive beginning July 1. Recruiters do not receive commissions on any team members' order unless they are active by the last business day of the month.* Customers cannot place order on your Mary Kay website while you are inactive.
- **I2 – Inactive 2nd month:** Again, if you have team members you need to place a minimum \$200 wholesale order by the last business day of the month in order to be eligible to receive commissions on orders placed by any of your team members.
- **I3 – Inactive 3rd month:** Need to place a minimum \$200 wholesale order by the last business day of the month to continue receiving company and unit mailings, and to receive commissions on orders placed by team members.
- **T – Terminated:** This is not as dreadful as it sounds! If you place at least a minimum \$200 wholesale order by the last business day of the month, you will be reactivated and will continue to receive company and unit literature. If you are a recruiter, you **MUST** order by the end of the month to prevent the loss of your team members! You will no longer count as a unit member for unit totals if you do not order this month – we don't want to lose you!
- **T+:** You have gone past your "T" month and have not ordered for 6-11 months. At this time, you are not receiving current company mailings. When you place a minimum \$200 wholesale order by the last business day of the month, you will be reactivated and company mailings/literature will resume.
- **11th month:** You **MUST ORDER THIS MONTH** to maintain your status as a Beauty Consultant. Why buy other brands when you can purchase the best selling brand at wholesale prices?
- **Former Consultant:** You have gone past 12 months of activity. You may come back into the company with wholesale purchasing privileges by completing a new agreement. You have a choice of purchasing a new starter kit or coming back in as a Second Chance Consultant for only ~~\$20~~ **\$25**

* "End of the month" is based on the last **business** day of the month and may be different than the last calendar day due to weekends and holidays. Please check with your Director, your "Applause," or go online to www.marykayintouch.com under calendar for specific information.



**The Goal: To Soar into Your New Mary Kay Business...
\$700 and/or 30 orders within 7 days!**

Earn your Starter Kit and put in your "Qualified" inventory order with little or NO \$money\$ out of your pocket AND start making money immediately.

You can do it using the following dialog:

Hi! I am SO excited! I am starting my very own Mary Kay business and I need to collect 30 orders in the next 7 days to get going!

Would you please take a look at the latest brochure and tell me what you absolutely cannot live without!

As an added bonus anyone who buys \$35 or more in product from me will get their name in a drawing for our FREE Glamour Brush Collection, a \$45 value.

Go thru the book with your potential customer and walk away with the order - don't wait for a call or an order in the upcoming days, guide her through the catalog if you need to. And always remember to thank her, telling her how much you appreciate her order and her support.

Use the following to track your progress and you'll be there before you know it!

1. Name: _____	\$: _____	16. Name: _____	\$: _____
2. Name: _____	\$: _____	17. Name: _____	\$: _____
3. Name: _____	\$: _____	18. Name: _____	\$: _____
4. Name: _____	\$: _____	19. Name: _____	\$: _____
5. Name: _____	\$: _____	20. Name: _____	\$: _____
6. Name: _____	\$: _____	21. Name: _____	\$: _____
7. Name: _____	\$: _____	22. Name: _____	\$: _____
8. Name: _____	\$: _____	23. Name: _____	\$: _____
9. Name: _____	\$: _____	24. Name: _____	\$: _____
10. Name: _____	\$: _____	25. Name: _____	\$: _____
11. Name: _____	\$: _____	26. Name: _____	\$: _____
12. Name: _____	\$: _____	27. Name: _____	\$: _____
13. Name: _____	\$: _____	28. Name: _____	\$: _____
14. Name: _____	\$: _____	29. Name: _____	\$: _____
15. Name: _____	\$: _____	30. Name: _____	\$: _____

28 orders @ \$25 each = \$700!!!
Order your Starter Kit (\$100 + tax & shipping) and a "Qualified" Inventory Order (\$600)
and receive over \$200 in FREE Mary Kay BONUS products!
That is over \$1800 in retail size products!!
(Inventory must be ordered within 15 days of starting your business to receive the full \$200 Bonus)



Recruiter's Checklist

What you can do to support your team members

Week 1:

- Help her understand the importance of attending meetings. Let her know this is where she will get her training. Be sure to tell her that at her first meeting you will present her with her Mary Kay pin and introduce her to the group.
- Encourage her to listen to her CD's in her starter kit.
- Make sure she is watching for her new consultant packet and her inventory information. Let her know her Director will help her with all of her first decisions.
- Communicate with her frequently with short phone calls and notes.
- Tell her to start making a list of all of her potential hostesses or people to attend her business debut.
- Select a date and time for her business debut. Let your Director know about this date.
- Make a note in her date book for all upcoming events and all meetings for a month.

Week 2:

- Continue to communicate with her. During Week 2, fear may set in, so stay in touch.
- Coach her about her business debut. Help her call and confirm her guests, and give her a script to use. Your goal at the business debut is to get bookings for her so she can start selling immediately.
- Coach her on how to fill out her Weekly Accomplishment Sheet.
- Teach her the systems at the meetings so she can get all of the recognition she deserves.

Week 3-4:

- Continue to communicate during these weeks. The first weeks of holding classes can either be exciting or challenging. You want to be there to congratulate her or to encourage her.
- Call her after every class or appointment and ask her how it went. Ask her what she needs to know to improve or feel more comfortable next time.
- Keep reminding her how important the meetings are. Do not let her wimp on attending, and be a good example by attending meetings on a regular basis yourself. We all know those who show up, go up.
- Ask her who she has met who would be good at Mary Kay. Help her invite them to a meeting or set up a time to share the opportunity with them.

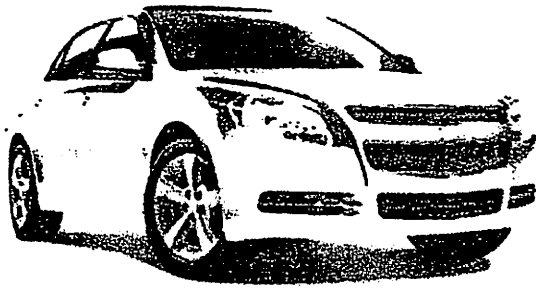
Here are some questions you may ask your new team member following her first classes:

- How was the class?
- How many people were there?
- What were your sales?
- How many future bookings did you get?
- Who was sharp that might like to come to a meeting or to an event to learn more about the business opportunity?
- Do you feel comfortable on your presentation? Is the flip chart easier to use now?
- What can I do to help you?

Script to confirm classes/debut

Hi, ____, may name is _____. I work with _____ in Mary Kay, and she is so excited about sharing Mary Kay with all of her friends and family. I'm helping _____ call all of her support people to confirm their attendance at her debut/class, and wanted to make sure you can come have some fun with us. Great, I'm looking forward to meeting you on date at time. (If she says she cannot attend, ask her if she would help _____ out and book an individual appointment or class to help _____ complete her 30 faces in 30 days. Your goal is to help your team member finish her Power Start! Book the appointment right then on the phone.)

The Grand Achiever Career Car



CHOOSE HOW YOU DRIVE.

The ^{CRUZ} Chevy Malibu or
\$375.00 a month cash compensation.

You may qualify as a Grand Achiever in one, two, three or four months, based on when you achieve the following:

- \$20,000 combined personal/team wholesale Section 1 production
- 14 active personal team members
- You may contribute up to \$5,000 in personal wholesale Section 1 production toward the total *\$20,000 requirement.
- Your team must contribute a minimum of \$15,000 wholesale Section 1 production toward the total \$20,000 requirement.
- You must have a minimum of \$5,000 combined personal/team wholesale Section 1 production each month of the qualification period while maintaining five or more active personal team members.
- You must be active.

Get On-Target

- Five or more active personal team members
- \$5,000 combined personal/team wholesale Section 1 production in a calendar month
- You must be active.
- These requirements must be met each month to be considered on-target.

Team Member #1 (Senior Consultant) _____ Team Member #3 (Star Team Builder) _____ Team Member #5 (Team Leader) _____ Team Member #7 _____ Team Member #9 _____ Team Member #11 _____ Team Member #13 _____	Team Member #2 _____ Team Member #4 _____ Team Member #6 _____ Team Member #8 (Future Director) _____ Team Member #10 (Submit DIQ) _____ Team Member #12 _____ Team Member #14 YOU DID IT! _____	1st Month Wholesale Personal _____ Team _____ 2nd Month Wholesale Personal _____ Team _____ 3rd Month Wholesale Personal _____ Team _____ 4th Month Wholesale Personal _____ Team _____
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Profitable Action Plan for Abundant Thinkers

-By Mickey Ivey, NSD

Avenue I - Teaching

An average class is approximately \$300.
 Attendance ranges from *three* to *six* people.
 A skin care class is approximately *two* hours.

Example:

\$100	sales per customers
x 3	customers at each class
\$300	per class
x 2	classes per week
\$600	retail per week
x 4	weeks per month
\$2400	retail each month: \$1200 wholesale
	\$1200 business account

Avenue I is the key to everything. By all means, sell each client all you can for extra profits, but **each week you must make six basic customers to build your business.** Be sure to book her to buy \$75 (color) for only \$25.

Avenue II - Service

An average customer using the Basic Skin Care, Skin Supplements and Color will reorder approximately \$40 per month.

Example:

3	customers from each class		
x 2	classes per week		
6	customers	15	customers
x 4	weeks	x 10	months
24	customers per month	150	customers
		x 40	reorders
		\$6000	retail each month:
		\$3000	wholesale
		\$3000	spendable income
		x 12	months
		36,000	

(of which 15 will remain yours after one year)

Avenue III Training

This is a paid directly from the company in the form of a commission check. It is never taken out of the new recruit's pocket. This will continue for as long as the recruit and the recruiter are active with the company. **There is profit in volume.**

4%.... 1 - 4 qualified recruits
 9%-13%...5 or more recruits

If you train your new recruit to do Avenue I, she will be wholesaling \$1200 per month!

$\begin{array}{r} \$1200 \\ \times 4\% \\ \hline \$48 \end{array}$	$\begin{array}{r} \$1200 \\ \times 9\% \\ \hline \$108 \end{array}$	$\begin{array}{r} \$1200 \\ \times 13\% \\ \hline \$156 \end{array}$	Recruit Fast!
--	---	--	----------------------

Example:

$$\begin{array}{r} 2 \text{ recruits} \\ \times 10 \text{ months} \\ \hline 20 \text{ Business Associates} \end{array}$$

$$\begin{array}{r} 14 \text{ Active recruits after one year} \\ \times 156 \text{ per month-13\% commission} \\ \hline \$2184 \text{ commission check} \\ \times 12 \text{ months} \\ \hline \$26,208 \text{ per year spendable income} \end{array}$$

Work Avenue I for 10 months and build Avenue II into...	\$3000 per month
Work Avenue I for 10 months and build Avenue III into...	<u>\$2000 per month</u>
	\$5000
	<u>x 12 months</u>
	\$60,000 per year

This \$60,00 per year is spendable income because you already have replaced product in each Avenue. You will also enjoy a free car worth approximately \$4000 per year and the recognition of being in Mary Kay's Queen's Court of Sales and Recruiting (Diamond Ring and Diamond Bee Pin) Directorship

IMPORTANT: Avenue I generates your business. It NEVER goes into the family budget. It is used to capitalize your business.

Example: Office-Section II: Beauty Coat, Red Jacket, Travel Expenses, Seminar, Meeting-Hiring help to maintain Avenue II

Avenue I will build Avenue II and III. If you don't do Avenue I, you won't have Avenue II and III.

As a new consultant, when do you first get paid? The first money you can spend? Avenue III! Then Avenue II will start paying after three months

**YOU'RE IN CONTROL
GO FOR IT**

Red Jacket Star Recruiter



Jane: \$2,400.00 *whsl*

\$5,000.00



Mary: \$1,800.00 *whsl*

x 4%

\$200.00



Suzy: \$ 800.00 *whsl*

\$5,000.00 *whsl*



BENEFITS:

- Eligible to earn team-building bonus
- Red Jacket – official uniform
- Availability to advanced training

Team Leader



Jane: \$ 600.00 *whsl*



Mary: \$2,000.00 *whsl*

\$5,000.00
x 9%



Suzy: \$ 600.00 *whsl*

\$ 450.00



Betty: \$1,800.00 *whsl*



Joan - 0 -

\$5,000.00 *whsl*

BENEFITS:

- Eligible to go On-Target for Chevy Malibu
- Eligible for Advanced Training

Team Leader

With 5 or more ordering and your order of \$600.00



Jane: \$ 600.00 *whsl*



Mary: \$1,400.00 *whsl*



Suzy: \$ 600.00 *whsl*



Betty: \$1,800.00 *whsl*



Joan: \$ 600.00 *whsl*

\$5,000.00

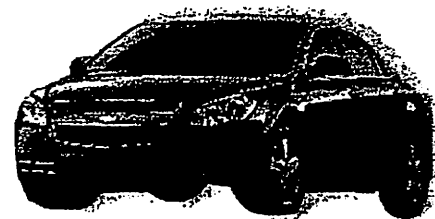
x 13%

\$ 650.00

+ 100.00 *BONUS*

\$ 750.00

\$5,000.00 *whsl*



APRIL

\$100.00 Bonus
Add 2
\$5,000.00

MAY

\$100.00 Bonus
Add 2
\$5,000.00

JUNE

\$100.00 Bonus
Add 2
\$5,000.00

JULY











\$100.00 Bonus
Add 2
\$5,000.00

~~End Qualification
Period with 12
personal active
Team members~~

DIQ

Director in Qualification

10 Active Team members = Submit DIQ Card

	Jane: \$ 600.00 <i>whsl</i>	
	Mary: \$ 400.00 <i>whsl</i>	\$5,000.00
	Suzy: \$ 200.00 <i>whsl</i>	X <u>13%</u>
	Betty: \$ - 0 -	\$ 650.00
	Joan: \$ 600.00 <i>whsl</i>	+ <u>100.00</u> <i>BONUS</i>
	Karen: \$1,800.00 <i>whsl</i>	\$ 750.00
	Sally: \$ 200.00 <i>whsl</i>	
	Kathy: \$ 200.00 <i>whsl</i>	
	Marsha: \$ 400.00 <i>whsl</i>	
	Sandy: \$ 600.00 <i>whsl</i>	
\$5,000.00 <i>whsl</i>		

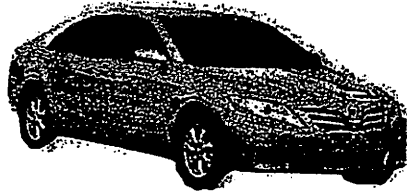
*All Team Members: New team members count toward the goal of 24 active

<u>MAY</u> ¹⁰ (<i>8 Active</i>)	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	
\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	End Qualification with 24 Active Unit Recruits / 10 Qualified

Sales Director

(24)

30 Active Unit Members



\$5,000.00

x 13%

\$ 650.00

Unit Production Commission

+ 500.00

Unit Volume Bonus

\$1,150.00

+ 650.00

13% Personal Recruiting Bonus

\$1,800.00

+ 500.00

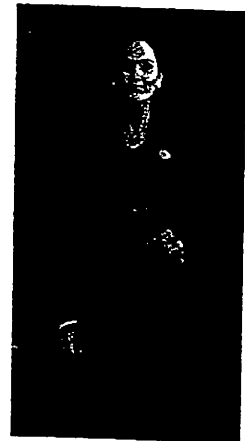
Unit Development Bonus w/ 5 New Qualified Unit Members

\$2,300.00

500.00

Bonus when 5 are your Personal Team Members

\$ 2,800.00

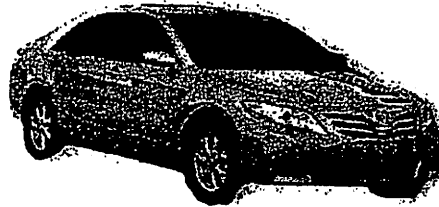


BENEFITS:

- x Directors Suit
- x Eligible - Platinum Toyota Camry or Chevy Equinox
- x Eligible - Term Life Insurance - Disability Program
- x Eligible - Top Director Trips
- x Additional Prizes @ Seminar

Sales Director

Toyota Camry/Chevy Equinox



\$10,000.00

x 13% *Unit Production Commission*

\$1,300.00

+ 1,000.00 *Unit Volume Bonus*

\$2,300.00

+\$ 650.00 *13% Personal Recruiting Bonus*

\$2,950.00

+\$ 500.00 *Unit Development Bonus w/ 5 New Qualified Unit Members*

\$3,450.00

500.00 *Bonus when 5 are your Personal Team Members*

\$3,950.00

Sales Director

Pink Cadillac



\$18,000.00

X 13% *Unit Production Commission*

\$ 2,340.00

+ 1,600.00 *Unit Volume Bonus*

\$ 3,940.00

+ 650.00 *13% Personal Recruiting Commission*

\$ 4,590.00

+ 500.00 *Unit Development Bonus with 5 Qualified Unit Members*

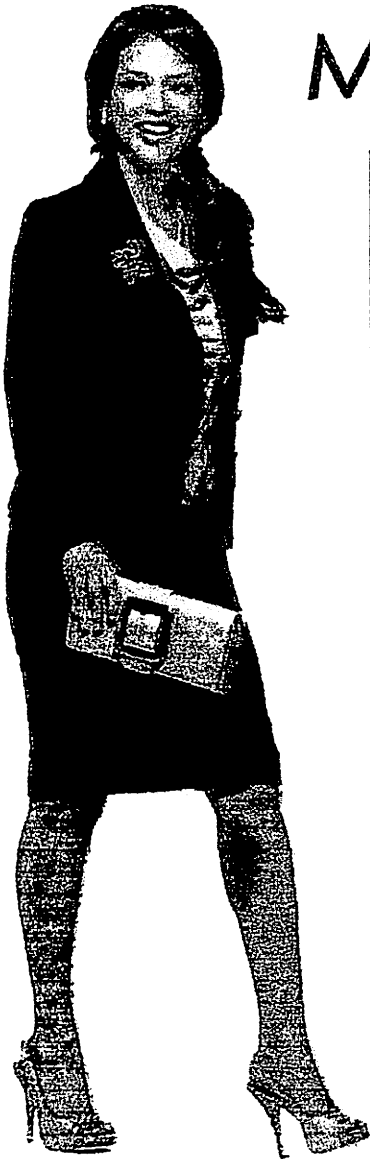
\$5,090.00

500.00 *Bonus when 5 are your Personal Team Members*

\$ 5,590.00

PINK CADILLAC

Movin' On Up to Director



	Name	Active \$200 w/s	Qualified \$600 w/s
1			
2			
3			
4			
5			
6			
7			
8			
9			
10	★		
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24	★		

Monthly Team Production

Month #1 _____

Month #2 _____

Month #3 _____

Month #4 _____

24 Active Team Members
(10 of 24 Active must have
minimum \$600 cumulative)

\$18,000 Total cumulative
wholesale in 1-4 months
(min \$1,800 personal)
\$4,000 minimum each month

You must be Active

BOOKING A PRACTICE INTERVIEW

Hi, _____. This is _____. I'm EXCITED...and I'm calling to ask if you can do me a huge favor. I'm at a point in my Mary Kay business where I am ready to move into a management position!

So...as part of my training, I need to observe my director sharing our business plan with five sharp women. She asked me to think of the five women I think most highly of, and you were one of them! Now, this doesn't mean you have any interest in Mary Kay yourself. It just means that you are willing to help me with a practice interview to develop my interviewing skills....okay?

Great! Now...for helping me, I want to give you your choice of a free mascara or lipstick, or any one item in our line for 1/2 price. How does that sound? What would be better for you, a daytime or evening? Monday or Thursday?? (establish location) This is great! I really do appreciate your help, _____(name). I'll see you then!

CONSULTANT NOTE: The day before your appointment, call her to see which item she'd like free.....this gives you a chance to make sure she's coming without actually asking her "if you're still on"....Just say: "I was just about to wrap up your gift and I forgot to ask you whether you wanted the free mascara or lipstick for doing the practice interview with me tomorrow?"

Follow up and Follow Through for Results...

Hi _____, this is _____. Do you have a minute or are you busy with your family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of {completing my Power/Perfect Start, earning my car, finishing my STAR}. I really appreciate your taking time to help me toward that goal! Thank you!

- Did you have a good time last night?
- What did you like best?
- Did you learn anything about skin care and glamour that you didn't already know?
- Were there any products that you didn't purchase last night that you can't live without? I'll be doing deliveries later on in the week and I'd be happy to drop by anything you are in need of.
- As you listened to the Mary Kay marketing plan, and the opportunity it offers to consultants, what impressed you the most about what you heard?

Have you ever thought about doing anything like Mary Kay, part-time for extra money?

I don't have time.

If I could teach you how to earn an extra \$100 per week — that's \$400 per month — working 3 hours a week, and eventually double that to \$200 a week, could you find 3 hours?

No, I'm really not interested.

Let me ask you a question. Could your family use some extra income?

I'm not the sales type.

Would you believe that probably 90% of women who start Mary Kay are not the sales type?

OR

If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it?

If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay?

I don't wear makeup.

Do you feel that skin care is important?

Would you be surprised to learn that the majority of products that we sell are skin care and body care rather than makeup?

I'm too shy.

OR

Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business and have done very well?

Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness AND makes you money in the process?



I need to talk to my husband.

What will he say?

He won't want me to do it.

May I make a suggestion?

Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity, so after you buy your kit, you'd like him to come to orientation with you and get his opinion of the business as well. Then when you come to orientation with my director, both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that?

Would you agree with me that our husband's are usually supportive of our decisions once they know it is important to us? Just let him know this is important to you. *(set a time to call her back)*

I don't know anybody.

Do you know one person who might be a practice face for you? If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn?



He'll say to do whatever I want.

So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great. When will you be able to talk to your husband? *(set a time to call her back)*

Aren't there too many people selling Mary Kay?

Have you been in Dillard's or the Jones Store lately? Have you noticed how much floor space is given to cosmetics? As long as all those department store brands are being purchased, there is still a huge opportunity for additional Mary Kay consultants. We currently have 10% of the market. 90% of the women you know wear other brands. We don't compete with each other. Our competition is at the mall or at Walmart!



She has a bunch of objections and you can't get her to say yes or no.

(in a soft voice) May I ask you a question?

Do you think you're just scared?

Well, what's the very worst thing that could happen to you? *(wait)* Do you want to know what I think?

I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life... does that scare you?



Great!

What would keep you from getting started today?



WORKING WITH DIFFERENT PERSONALITIES

"D"

- Dominant
- Driven
- Demanding
- Determined
- Decisive doer
- Delegator

"I"

- Inspirational
- Influencing
- Inducing
- Impressive
- Interactive
- Interested in people

"S"

- Supportive
- Submissive
- Stable
- Steady
- Sentimental
- Shy

"C"

- Cautious
- Competent
- Calculating
- Concerned
- Careful
- Contemplative

Characteristics

Result oriented
Quick decisions
Control People
Power/Authority
Makes own rules

Characteristics

People Oriented
Loves to talk
Motivational
Enthusiastic
Recognition oriented

Characteristics

Family Oriented
Loyal
Slow to change
Security minded
Goes by rules

Characteristics

Detail Oriented
Perfectionist
Critical
Analytical
Takes time to change

Communication.

Let them talk
They will tell you what they want
They may not listen to you

Communication

Focus on relationship building
Let them talk
Take an interest in them

Communication

You talk most
May not ask questions
Focus on flexibility

Communication

Don't get too personal
Answer questions thoroughly
Build credibility

Benefits focus

State of the art product
Easy and quick to use
Big international company
Directorship
Management
High Income potential
Independent

Benefits focus

Prettier more beautiful you
Easy to apply
Friends will notice
Recognition oriented
Impact on people
Seminar Prizes
Friends in company

Benefits focus

Guarantee
Better, nicer skin
Taking care of you is good for family
Flexibility
Training & Support
Uncertain economy

Benefits focus

Guarantee
Scientific formulations
Facts in print
Show weekly summaries
Give hand outs to take home
Share web page
Answer all questions

Biggest root fear

Being taken

Biggest root fear

What others will think

Biggest root fear

Changing & loss of security

Biggest root fear

Criticism of work

Close the sale Q:

Wouldn't it be great to take it with you and not have to wait? I can get it for you right now.

Close the sale Q:

Would it be fun to take it home tonight? That way you can impress all your friends tomorrow.

Close the sale Q:

Isn't it time for a change? Now is the right time to start. You can always return it if you change your mind.

Close the sale Q:

Would you like to take it home and follow the step by step plan to see the results? You can always return it if it doesn't work.

Closing interview Q:

You are so sharp, you owe it to yourself to give this a try. This company was designed for women with your focus and vision.

Closing interview Q:

You have to do this. You will have so much fun and you're the perfect personality for this type of business.

Closing interview Q:

It sounds to me like you really want to do this. Why don't we fill out your agreement and order your kit so you won't be sorry later.

Closing interview Q:

Your next step would be to fill out your agreement and then we'll set up New Consultant Training. You'll receive a step by step plan for success.