

Mary Kay *Entry Form*

Name _____
Address _____
City _____ St _____ Zip _____
Home Phone _____ Work/Cell Phone: _____
Birthday _____ E-mail _____

Best Time to Call: Morning Afternoon Evening

Would you like to know the best colors for your skin tone? YES NO
Do you currently have a Mary Kay Consultant? YES NO
Would you enjoy a makeover with 3 or 4 friends? YES NO

Thank you for your time!!

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This is the information many of you have asked for from Top Director DANA BERRY from Louisiana! DANA is a new Director of 4 years and her Unit is tracking \$MILLION right now, all from this one exercise that she took on herself. They went from a unit of about 50 and not even being in the \$300,000 club, and in 9 months, **THEY ARE ON-TARGET** for the \$1,000,000 CLUB! You wanna know how she did it? I, myself, am taking her coaching and doing it too! Here ya go:

DANA says:

1. "Can you warm chatter with women with 15 words or less?"
2. Choose a Quality Target Market of women
3. "This is what you do:
You give out **5 Entry Form cards a day** (see attachment—"Mary Kay Entry Form") for 6 days a week EVERY WEEK = this gives you 3 CLASSES HELD A WEEK. = This gives you \$4800 retail sales in 1 month. (Based on \$400 per class company average x 3 a week). You interview 2 people from EACH CLASS = 6 interviews a week.
4. The **first month** you do this, here are your results:
You'll have a NET PROFIT of \$1900. Your Section 1 order for the month is \$2400 wholesale. You are already a RUBY STAR.
You'll have 4-5 new team members—
The average team member starts her business with \$1000 wholesale in inventory (co. avg.) x 4 -5 new people + YOUR \$2400 wholesale order = OVER \$6000 in team production.
YOU ARE ON-TARGET FOR YOUR PONTIAC VIBE!!!
Do this for 2 months:
YOU ARE A STRONG DIQ
Do this for 4 months:
YOU ARE A NEW DIRECTOR WITH A FREE COMPANY CAR
5. From this point, **do this for 3 more months AND teach ½ of your Unit to do this**, You'll be on-target for your CADILLAC and the CIRCLE OF ACHIEVEMENT at \$33,000 wholesale that month AND your Director's commission check for that month would be a whopping **\$10,000!**
6. **Do this for 9 more months, and you'll give birth to a \$MILLION DOLLAR UNIT!**
COULD YOU GET EXCITED ABOUT THIS??? WHO WANTS TO GROW FAST???
7. **DANA SAYS here is what you say when you warm chatter someone:**
"Hi, I'm _____ (your name) with Mary Kay and I would love to include you in my monthly drawing."
This is all you say! 95% of the people will fill it out—there are only 3 answers to circle. Then you look at her card and see what she circled, and then say: "I see that you would like to know the best colors for your skin tone/enjoy having a makeover with 3 to 4 of your friends. (Whichever applies) What would be better for you—daytime or evening?" Book her on the spot. Know when you are available in your calendar. If you don't book her right there, DO NOT let 24 hrs. go by without calling her back.
You now give her in a little cellophane bag: your business card, a starburst candy, a product sample, to leave with her.
If you call her back, you say:
"Hi this is _____, I met you in _____, do you remember meeting me? Then proceed to book her. The amazing thing is when she's circled #3, you already have a class! If she circled #1, you book her for her facial, then proceed to turn it into a class.
8. Have a monthly drawing from the cards for some free product.
9. **HAVE FUN MEETING THESE WONDERFUL WOMEN WHO ARE YOUR NEXT HOSTESSES AND TEAM MEMBERS!**