

Mary Kay Cosmetics



See how **Women Like You** can turn their dreams into success.

Career Opportunity

Today, we will discuss the following:

1. I'll ask you to tell me about yourself and your interests.
2. I'll briefly tell you about myself.
3. I'll give you some facts about our company.
4. We'll discuss any questions you have.
5. I'll ask your opinion based on the facts you've heard.



I'd like to get to know you better:

1. What do you know about Mary Kay Cosmetics?
2. Tell me about yourself.
3. What do you like best and least about your current job?
4. Indicate in the boxes below which personality style describes you best:

<input type="checkbox"/> Result Oriented	<input type="checkbox"/> People Oriented	<input type="checkbox"/> Family Oriented	<input type="checkbox"/> Detail Oriented
Fast-Paced	Talkative	Loyal	Perfectionist
Decisive	Motivational	Slow to Change	Analytical
Persistent	Enthusiastic	Security-Minded	Cautious
Outspoken	Enjoys Recognition	Goes by the Rules	Logical

5. Here are some of the reasons why others have decided to become Mary Kay Consultants. Which ones appeal to you? Answer "Yes" or "No".

- ___ Earn Extra Cash
- ___ Gain New Friends
- ___ Improve Self-Confidence
- ___ Receive recognition for a job well done
- ___ Utilize tax deductions of being self-employed
- ___ Flexible Hours
- ___ More time at home with family
- ___ Company philosophy of Faith first, Family second, and Career third
- ___ Career Change
- ___ Be my own boss
- ___ Company car and other prize incentives
- ___ Cash bonuses and career income
- ___ Saving money on your own cosmetics and gifts
- ___ Mentoring and leading other women

6. What is a dream(s) you have not yet realized?
7. What type of qualifications do you have that could help you in running your own business?
8. If I only had 5 minutes to tell you about Mary Kay, what would you need to know to help you make a decision today?

I'd like to share about myself:

1. In addition to Mary Kay, my current/former job is/was:
2. My family situation is:
3. I looked into Mary Kay as a career because:
4. This is what I appreciate most about my Mary Kay career:
5. The reason I offered this career to you is:

(Put a picture of yourself doing Mary Kay or of your family)

Let me tell you a little about Mary Kay and the Company

- Mary Kay Ash is the founder of Mary Kay Cosmetics.
- She started the company in Dallas, Texas in 1963 with nine other women and herself. Currently there are over 3 million consultants in over 35 countries.
- Mary Kay started with \$5,000 and now the company does over \$3 billion in wholesale orders annually.
- These results are the power of a woman with a dream!
- Mary Kay was 48 years old when she started her company and had already worked 25 years in the direct sales industry.
- She got her start as a young, single mother of three small children, selling children's psychology books in the late 1930's.
- As she forged ahead in her career, she was paid less than the men she worked with, trained male co-workers who were promoted over her, and she was often discounted for "thinking like a woman".
- When she had the opportunity to start a company, she wanted it to be an opportunity to empower women to achieve financial success regardless of their gender or education.
- She believed in praising people to success, operating by the Golden Rule, and keeping priorities of Faith, Family, and Career as part of her mission to help women.
- The Mary Kay Foundation was established to fund cancer research for cancers affecting women and to fight domestic violence.
- Although Mary Kay passed away in 2001, her legacy of empowering women lives on.
- You could be a part of that legacy.

We Teach Skin Care and Color Techniques

MARY KAY[®] captivating color. powerhouse skin care.™

see it!
love it!
get it!

MARY KAY

call me today!

Customers get to TEST before they INVEST!



Mary Kay Products all have a 100% satisfaction guarantee backed by the company. Can you see how that builds confidence in our presentation and the customers purchase?

Let me share our Career Path and How We Make Money



50% Commission, the highest commission paid in direct sales.

We earn 50% Commission on everything we sell. This is the same commission for everyone in the company, from new consultant to National Sales Director.

Say you did a Party of \$300, your gross profit would be half, or \$150. Not bad for a couple hours of work!

The BEST thing is that with good customer service and follow up, you can anticipate a strong re-order business.

Like bread and milk, our products are consumable and your clients will want to re-order their cleansers, moisturizer, foundation, etc. every few months and you'll get paid again and again for first introducing clients to the product.

New product introductions also stimulate interest in purchasing and additional cash flow.

To help with customer service, Mary Kay offers several time saving services such as...

*A personal website you can offer clients so they can shop online 24/7. Imagine making money while you're sleeping!

*An electronic newsletter you can send out to customers for free.

*Social media posts created by the company to get the most out of your networks.

*A catalog mailing program for preferred customers that goes out 4 or more times a year for a minimal fee.

*Credit card processing for VISA, MC, DISCOVER, and AMERICAN EXPRESS.

*Options for on-the-spot delivery at appointments and customer delivery service.

Many Consultants realize a consistent cash flow from holding parties every week and servicing re-order customers, however there are no sales quotas associated with Mary Kay.*



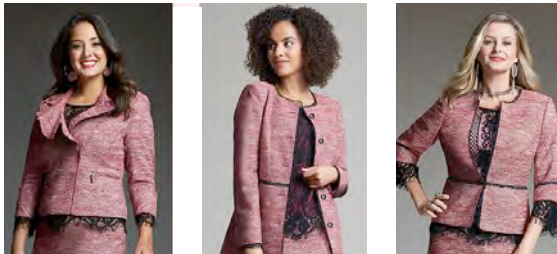
*a small minimum order of \$225 in 1 month, once a year, is required to maintain your status as a Mary Kay Consultant.

(Put a copy of your Weekly Accomplishment Sheet here)

You can increase your income by advancing up the Career Path. Six figure income is available to you as a Sales Director with our company.

Mary Kay Career Path

MARY KAY
discover what you LOVE™



<p>National Sales Director 20+ Sales Directors Family Security Program Unlimited Commission & Bonuses Reflective Upon Production & Success of the National Area</p>
<p>Sales Director and Above 24+ Unit Members 9-13% Unit Commissions + 9-13% Personal Team Commission + Bonuses Starting at \$500 per Month \$100 Bonus for Each New Team Member (Personal) \$400+ Unit Development Bonus 5+ Star Bonus Wellness Bonus</p>
<p>DIQ (Director in Qualification) 8+ Team Members 9-13% Personal Team Commission \$50 Bonus Each Qualified New Team Member</p>
<p>Car Driver (Grand Achiever) 16+ Active Team Members 9-13% Personal Team Commission \$50 Bonus Each Qualified New Team Member</p>
<p>Future Director 8+ Active Team Members 9-13% Personal Team Commission \$50 Bonus Each Qualified New Team Member</p>
<p>Team Leader 5+ Active Team Members Eligible to go On-Target for Earning a Career Car 9-13% Personal Team Commission \$50 Bonus Each Qualified New Team Member</p>
<p>Star Team Builder 3+ Active Team Members \$100 Bonus (for reaching 3) Eligible to Wear the Coveted Red Jacket 4% Personal Team Commission \$50 Bonus Each Qualified New Team Member</p>
<p>Senior Consultant 1-2 Active Team Members 4% Personal Team Commission \$50 Bonus Each Qualified New Team Member</p>
<p>Independent Beauty Consultant Star Consultant, Company & Unit Prizes Bonus Products Available in Agreement + 3 Months for Ordering and Team Building Activity 50% Discount on all Section 1 Products 50% Profit with Each Customer Product Purchase</p>

(Put extra copies of the Career Path flier here)

(Carry a copy of the Applause Magazine and refer to the Director and NSD Commissions Earned)

In addition to cash and cars, we have excellent prize incentives to encourage us.

(Put a Star Consultant Prize Brochure Here)

We also enjoy the benefit of
Developing New Friendships
Learning from Mentors
Growing in our Self-Confidence

(Photos of yourself and your Mary Kay friends and mentors)

Marketing Structure

Mary Kay is a direct-selling company, not a multi-level or pyramid organization. All Consultants are Independent Contractors who buy their products wholesale directly from the company, and in turn, sell them to their customers. Every time your customer makes a purchase, you earn a profit.

Tax Benefits

Turn expenditures you're already incurring into tax deductions.

- Automobile expenses
- Office equipment (furnishings, computers, printers, etc.)
- Telephone
- Business travel (conferences, holding appointments out of the area)
- In home office tax deduction
- Office supplies, advertising
- Child care (while on business)
- Showcase/Demos/Samples
- Product gifts, up to \$25 wholesale, per person, per year
- Interest on bank loans and credit cards used in business

Of everything you've heard so far,
what stands out to you the most?

Common Concerns

I don't know if I'm the "Sales Type" Would that be a concern for you?

Don't worry that you have to be "pushy" to be successful. It's the opposite! We are looking for honest, enthusiastic, customer service oriented people to present the product and teach women the benefits of using it.

If you are shy, the education and support you receive will help you develop confidence to present the product.

Where would I find the time? Would that be a concern for you?

This is a common concern and what helps most of us is working from a weekly plan that incorporates all our activities and responsibilities with little pockets of time here and there for Mary Kay.

Most of us work Mary Kay into our schedules, listening to a training CD in the car, or watching a training video while we fold laundry. As women, we're good at multitasking.

Since you're the boss, how much time you spend is up to you and our "no quotas" policy allows you a lot of freedom.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							

Where do I find my customers? Would that be a concern for you?

Think About Who You Know From Your:

old job
present job
husbands business
church
PTA
civic group
professional organizations

neighborhood
sports league
friends
husbands friends
fitness class
children's friends moms
relatives

What About Those Who:

take care of your children
teach your children
just turned 30 or 40 or 50
got job promotions
lost some weight
are starting new jobs
already use our products
sold you your home
work at the supermarket

leave children with you
do your hair / nails
are going to get married
need your attention
love to wear makeup
are retiring
work at your bank
work at your dry-cleaners
lost their Consultant

Who do you know who would enjoy being pampered with a facial?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

I need to ask my husband
Would that be a concern for you?

I can understand that you would want to talk to your husband, but if he's like most guys, he'll probably say "go ahead if it's something you really want to do."

If he said "go ahead", what would you say?

Let's Review What it Takes to Get Started

1. Review everything she gets in the showcase.
2. Review the Agreement.
3. Explain the Training Program.

Start Something Beautiful



Literature and Educational Materials

- Welcome Card
- Date Book
- Skin Care Party Flip Chart Pages With Binder
- Laminated Place Cards (4) and Laminated Satin Hands®
- Pampering Set Instructions for Use Card (1)
- Laminated Place Mats (4)
- Sales Tickets (30)
- Customer Profiles (30)
- Start Something Beautiful® Magazine
- Start Something Beautiful® DVD
- Miracles Happen Book
- Ready, Set, Sell! Inventory Options for New Independent Beauty
- Consultants Brochure
- Steps to Success Brochure
- The Look Catalog (10)

Tools

- Starter Kit Bag
- Face Cases (4)
- Disposable Trays (30)
- Disposable Facial Cloths (30)
- Dry Erase Markers (4)
- Disposable Mascara Sample Wands (30)
- Disposable Sponge-Tip Applicators (30)

Retail Size Products and Samples

- TimeWise® 3-In-1 Cleanser (Normal/Dry)
- TimeWise® 3-In-1 Cleanser (Combination/Oily)
- TimeWise® Age-Fighting Moisturizer (Normal/Dry)
- TimeWise® Age-Fighting Moisturizer (Combination/Oily)
- TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35*
- TimeWise® Night Solution
- Mary Kay® Oil-Free Eye Makeup Remover
- Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15* in Very Light, Light-to-Medium, Medium-to-Deep, Deep, & Very Deep
- Satin Hands® Pampering Set in White Tea & Citrus
- Mary Kay® Ultimate Mascara™ in Black
- Blue Eyes Look Cards (10)
- Hazel/Green Look Cards (10)
- Brown Eyes Look Cards (10)

The \$25 Business Restart is available to anyone who was formerly a Mary Kay Independent Beauty Consultant and who is eligible to submit a new Independent Beauty Consultant Agreement to the Company.

THINK
PINK
SOFTWARE

(Put extra copies of the Starter Kit flier here)

(Put copies of the agreement here or have your phone, iPad or computer ready to take her agreement)

Do You Have Any Questions?

After all you have heard today, what appeals to you the most? _____

With proper training, do you feel you could learn to do what I do? _____

Lets Consider the “Pro’s” and “Con’s” of Getting Started...

Not to be negative, but what is the worst thing that could happen if you were to give this a try?

- 1.
- 2.
- 3.

What are the best possible things that could happen?

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

Do you see how the “Pro’s” outweigh the “Con’s” _____ to _____?

Do you feel that you would have more to GAIN than lose by giving a career with Mary Kay a try?

Doesn't this sound exciting to you? Great! Let's get started on the paperwork and I'll make a reservation for you at training?

(alternate close)

On a scale of 1 to 10, 1 meaning you would rather stay a customer, and 10 you are ready to order your starter kit today, what number indicates your interest level?

1 2 3 4 5 6 7 8 9 10

What information do you need to get you from a _____ to a 10?

Since you are interested, would you be open to meeting with my Director? (Set the day and time)

Once she signs up, give her a “New Consultant Packet” (have extra copies in back of binder), review it with her and invite her to the next success event or training. Schedule her to meet your Director for orientation in the next 24 - 48 hours. Call your Director!

Keep extra Look Books and Sales Tickets with you!