



Knockout UNIT

PINK CADILLAC UNIT

MARY KAY

CONSULTANT WORKBOOK

Career Path

CLIMB THE LADDER OF SUCCESS

BEAUTY CONSULTANT

(you are here!)
0 team members

50% discount on products
Receives monthly Applause Magazine
Eligible for Quarterly and Yearly prizes



SENIOR CONSULTANT

1-2 active team members

Benefits of being a Beauty Consultant
Eligible for 4% commission. Complete in first 30 days for Pearls of Sharing!



STAR TEAM BUILDER

3-4 active team members

Benefits of being a Beauty Consultant
Eligible for 4% commission
\$50 team building bonus
Eligible to wear prestigious RED JACKET!

TEAM LEADER

5-7 active team members

Benefits of being a Beauty Consultant
Eligible for 9-13% commission
\$50 team building bonus
Go on-target for the Chevy Cruze



FUTURE DIRECTOR/DIQ

8+ active team members

Benefits of being a Beauty Consultant
Eligible for 9-13% commission
\$50 team building bonus
Eligible to begin Sales Director qualification

Meet Your Director

Welcome to the Knockout Unit!! I am so thrilled you have made the decision to start your very own Mary Kay business. I am so honored to have such a sharp, beautiful woman join our team! I hope you are as excited as I am to begin this new endeavor! If you are consistent, work hard, and take God as your business partner, I promise you will find yourself in a new place in life and loving it! You may surprise yourself with what you have the ability to accomplish. Get ready to make some cash, make amazing friends, have fun, learn and make memories!

As your director, I am here to answer any questions you may have, teach you the skills of this business, and help lead you with success if you allow me to! Please feel free to contact me for any questions you may have or for any advice! Oh and of course to share good news!

My favorite part of this business is getting to build relationships with each and every one of my incredible Knockout Unit!! Find my bio and more training at www.knockoutunit.weebly.com

Love & Belief.

Kristi McAllister

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voxeo ID: kmac430





Info to Know

Your Consultant Number:

Your Recruiter:

Your Director:

Kristi McAllister

Company Website:

marykayintouch.com

To log in, you will need your Consultant # shown above (find this in the first email Mary Kay sent you) and a password of your choice.

This is where you will order your products, learn about the company, receive training, contest info, product education and updates, and much more! You will want to log in ASAP!

Unit Goals

This year is going to be an incredible year for our Knockout Unit as we are working toward becoming a Prestigious Pink Cadillac unit! Let's cheer each other on as we debut more team builders, TOP sellers, New Sales Directors, and Free Car Drivers!

That could be you!

YOUR FIRST STEPS!

Complete Step 1 within your first 48 hours!

- ___1. **Schedule a time to meet or have a call with Kristi** to discuss your business plans and inventory should you choose to go that route
- ___2. Have **Kristi** place your first order within your **1st 15 days!** You'll place all your other orders but she helps you with your first one!
- ___2. Complete enclosed Who to Contact First list & schedule your 1st parties with enclosed What to Say to Book Your Skin Care Parties script
- ___3. Complete First Steps on www.marykayintouch.com.
Locations:
Business Tools > Personal Web Site Manager
Ordering > MK Connections (order business cards)
Ordering > ProPay (allows your customers to pay by credit card)

___4. **Earn Your Prizes!**

Money Bag: Schedule your first 5 appointments!

Powerstar: See 30 faces in 30 days!

Pearls of Sharing: 3 Interviews
Earrings, 6 Interviews Bracelet,
1st Active Team Member Necklace



- ___5. Download the free app VOXER! So you can stay connected with **Kristi!**
- ___6. Complete enclosed Excited to Know You! form and return to your director.
- ___7. Attend New Consultant Training and **Unit Meeting every Tuesday in OKC.**
- ___8. Update your Voicemail. Example: "Hello! This is Karen, your Mary Kay Beauty Consultant. Please leave your message and phone number. Thank you and have a great day!"
- ___9. Open a separate checking and savings account for Mary Kay!

GETTING TO KNOW YOU

Please return this sheet at your new consultant orientation!

Name _____ Your Team Leader _____
Cell # _____ Work # _____ Home # _____
Address _____
E-Mail _____ Birthday _____ Husband's Name _____
Occupation _____ Children's Names _____
Hobbies _____

I desire to earn \$_____ weekly.

I am willing to invest _____ hours into my business each week.

___Yes! I am interested in becoming a Director! ___Yes! I am interested in earning a Car!

Please share about yourself, your past work experience, and your family.

What characteristics do you possess that will help make you successful?

How do you feel Mary Kay will be of benefit to your family?

What would you like to purchase with the money you make?

Your immediate goals are:

How can your Sales Director best support you?

List the names and phone numbers of the 10 people most likely to help you start your MK business:

Name/Phone

- | | |
|-----------|------------|
| (1) _____ | (6) _____ |
| (2) _____ | (7) _____ |
| (3) _____ | (8) _____ |
| (4) _____ | (9) _____ |
| (5) _____ | (10) _____ |

WHO TO CONTACT FIRST

BOOKING LIST

List people you would most like to be your first customers. You'll want to use "What to say to Book Your Parties" script for great results!

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

TEAM BUILDING LIST

List people you would love to have on your team (even if you think she wouldn't think its for her.) These people should be your first guests to meetings and the first to receive makeovers.

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

WHAT TO SAY TO BOOK YOUR PARTIES

- Hi! This is [your name]. Do you have a minute? Maybe you have heard but I am a new Beauty Consultant with Mary Kay Cosmetics and I'm really excited! As part of my training, I've been challenged to give a free makeover to 30 people during the first 30 days of my business and I thought of you!
- Is there any reason why you wouldn't enjoy being treated to a free makeover?
- Great! I have openings on [dates] at [times]. Which is better for you?
- I just wanted to ask a couple quick questions so I can personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- Great! I'll be sure to bring products that will help with that so you can try a sample!
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it's more fun! Do you have some girlfriends who may like to join you?
- How about if I call you back in a couple days to get your guest list with phone numbers so I can get their skin types ahead of time?
- I promise I'll take great care of your friends!
- Since you are sharing your makeover with girlfriends, I'm so excited to tell you about your Beauty Coupon! You get a 50% off discount for up to \$100 in products just for having 3 friends join you!
- If she chooses to have a one on one makeover with you, say: If you decide to have just 1 friend join you, I'd love to give you a Beauty Coupon for one item at 50% off! OR, you may choose to offer her a free lip gloss for sharing with 1 friend.

Calling the Guest List:

This quick conversation helps your party to have good attendance!

You'll want to call the guests several days before the party.

- Hi! This is [your name], [hostess's name]'s consultant with Mary Kay.
- Do you have a minute?
- I'm excited that you'll be a guest at [hostess's] party!
- I just wanted to ask a couple quick questions so I can personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- Great! I'll be sure to bring products to help with that so you can try a sample!
- Thank you [her name]!
- I can't wait to meet you on [date/time/location].

COACHING YOUR HOSTESS

(This whole conversation shouldn't take more than 3-5 minutes)

A Class Worth Booking is A Class Worth Coaching!

1. Set the appointment time; Which is better for you, daytime or evening? Tuesday or Thursday? 7:00 or 7:30? If for some reason you check your calendar and this is not a great time, can you call me back within a day or two? I'll reserve that space for you and you can count on me.
2. Oh, by the way, a lot of people like to share their makeover with a few friends. It's a lot of fun because you can earn products at a discount and I can teach you some extra makeup techniques since I have more faces to work with. Do you have a couple of girlfriends who may like to join you?
3. You do! That's wonderful! You get a 50% discount for up to \$100 in products just for having 3 friends.
4. How about if I call you back in a day or two to see who is coming and to get their phone numbers so that I can get their skin types ahead of time. Be sure to tell your friends that this is a free makeover where they'll get to try customized skin care and learn new makeup techniques. In order to count on 3 people being there, you may want to get 5 "yesses" since unexpected things sometimes come up at the last minute.
5. Optional: Another thing that keeps this especially fun is to treat it as a "girl's night out." In case you have a sitter for that evening, I'll bring along a special gift to give her for watching the children so that we can focus our attention for that hour on the moms.
6. I can't wait to pamper you! I just wanted to ask you a couple of quick questions so I can personalize your makeover. Do you feel you have dry, normal, combination or oily skin?
7. What would you most like to learn about when we get together? Great, I'll be sure to bring products that will help with that so you can try a sample!
8. I'm really looking forward to treating you on (date). I'll be back in touch for your guest list. When would be the best time to call you?
9. Send or give her a Hostess Packet which includes: A Look Book, Hostess Letter, Guest List & Invitation Postcards, Product Sample and Business Card. Create a beautiful Hostess Packet by using a pretty bag.
10. Please read [Calling the Guest List](#) for your next step.

CALLING THE GUEST LIST

(Use this to help avoid unnecessary cancellations)

- Hi (guest name)! This is (your name) and I'll be your beauty consultant at (hostess' name) Mary Kay Party. I just wanted to call and get a little info. ahead of time. Do you have a minute? Great!
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- Take notes and listen. Sales is finding a need and meeting it and her answer indicates her need.
- Great, I'll be sure to bring products that will help with that so you can try a sample!
- (Hostess name) is so excited that you will be there! You are on her invite-only list, and I can't wait to pamper you!
- It would be so fun to share your makeover with a friend! If you bring a girlfriend, I will have a free (____) for you. Do you have a friend who may like to join you? Great! After you invite her, could you give me a quick call before the party with her name and number so I can see what she'd most like to learn about?
- Thank you Erica! I can't wait to meet you on (day/time/location) and I'll give you the best makeover you've ever had!

If she is not home, leave this message:

- Hey (guest name)! This is (your name) and I'm calling because I will be the Beauty Consultant treating you to your makeover with Mary Kay at (hostess' name) on (date/time).
- I was just calling to get a little info ahead of time and see what you would most like to learn about with your makeup and skin care.
- (Hostess name) is so excited that you will be there! You are on her invite-only list, and I can't wait to pamper you!
- My number is (____). Please call me when you get a minute! Thank you, (guest name)!

Helpful Hints:

- Always call the guest list within 24-48 hours.
- Keep your voice peppy and the conversation brief.
- Make her feel special and excite her about what she'll be experiencing.
Encourage her to bring a friend.
- Be genuine!

WHAT TO SAY TO BOOK FROM REFERRALS NAMES

- Hi, is this (referral name)? She responds. Hey, Megan, this is (your name) and I'm a friend of (insert name of person who gave the referral). Do you have a minute?
- Great! I'm calling because I recently treated [____] to a makeover with Mary Kay Cosmetics. She gave me a \$10 gift certificate just for you to use and she said you'd be fun to get together with and I was just calling to see if there is any reason why you wouldn't enjoy being treated to a free makeover?
- Wonderful! I'd love to set that up for you! Would during the week or the weekend be best for you? Great! I have openings on ____ and _____. Which would be better for you?
- I just wanted to ask a couple quick questions so I can personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it is more fun! Do you have some girlfriends who may like to join you?
- How about if I call you back in a couple days to get your guest list with phone numbers so that I can get their skin types ahead of time?
- I promise I'll take great care of your friends!
- Since you are sharing your makeover with girlfriends, I'm so excited to tell you about your Beauty Coupon! You get a 50% off discount for up to \$100 in products just for having 3 friends join you!
- If she chooses to have a one on one makeover with you, say: If you decide to have just 1 friend join you, I'd love to give you a Beauty Coupon for one item at 50% off! OR, offer her a Free Lip Gloss for sharing with 1 friend (your choice).
- I'll check back in with you a few days before your makeover to see if you have a girlfriend coming!

BOOKING CONVERSATIONS

Booking from a referral name

- Hi (referral name), this is (your name), and I'm a friend of (customer who referred her). Do you have a minute?
- Great! I'm calling because I recently treated (customer) to a free makeover with Mary Kay and she looked beautiful and had a great time and I asked her who she thought would enjoy being pampered and she mentioned you! She said you'd be fun to get together with and I was just calling to see if there is any reason why you wouldn't enjoy being treated to a free makeover!
- Optional: I have a Beauty Coupon for \$10 in Free Cosmetics as a Gift just for you at your makeover too!
- Wonderful! I'd love to set that up for you! Would during the week or the weekend be best for you?
- Great! I have openings on ____ and _____. Which would be better for you?
- I just wanted to ask a couple quick questions so I can personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- Great, I'll be sure to bring products that will help with that so you can try a sample!
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it's more fun! Do you have some girlfriends who may like to join you? How about if I call you back in a couple days to get your guest list with phone numbers so that I can get their skin types ahead of time? I promise I'll take great care of your friends!
- Since you are sharing your makeover with girlfriends, I'm so excited to tell you about your Beauty Coupon!
- You get a 50% off discount for up to \$100 in products just for having 3 friends join you!
- If she chooses to have a one on one makeover with you, say:
- If you decide to have 1 friend join you, I'd love to give you a coupon for one item at 50% off or a free lip gloss!
- I'll check back in with you a few days before your makeover to see if you have a girlfriend coming!

Booking someone you know

- Hi (friend), this is (your name), do you have a minute? I'm so excited!
- I'm putting together a portfolio of 30 ladies in the month of June and I thought of you because I need a (brunette) model & I wanted to feature you & see if you would help me out!
- I'm giving all my models their choice of a Beauty Coupon for 1 item at 50% off or a free lipstick. Is there any reason why you wouldn't enjoy being treated to a free makeover?
- Optional: I'm doing a portfolio of ladies in different professions, and would love to feature you and your business card as the Realtor, Nurse, Mom, Administrative Assistant, Accountant, Teacher, etc.
- Wonderful! I'd love to set that up for you! Would during the week or the weekend be best for you?
- Great! I have openings on ____ and _____. Which would be better for you?
- I just wanted to ask a couple quick questions so I can personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- Great, I'll be sure to bring products that will help with that so you can try a sample!
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it's more fun! Do you have some girlfriends who may like to join you? How about if I call you back in a couple days to get your guest list with phone numbers so that I can get their skin types ahead of time? I promise I'll take great care of your friends!
- Since you are sharing your makeover with girlfriends, I'm so excited to tell you about your Beauty Coupon!
- You get a 50% off discount for up to \$100 in products just for having 3 friends join you!
- If she chooses to have a one on one makeover with you, say: if you decide to have 1 friend join you, I'd love to give you a coupon for one item at 50% off or a free lip gloss!
- I'll check back in with you a few days before your makeover to see if you have a girlfriend coming!

Turning a Facial into a Class or Double Facial

- Hi [name], this is [your name], do you have a minute? I'm so excited!
- I'm putting together a portfolio of 30 ladies in the month of May and I thought of you because I need a [blonde] model and I wanted to feature you and see if you would help me out!
- I'm giving all my models a (free lipstick or one item at 50% off), is there any reason why you wouldn't enjoy being treated to a free makeover?
- Wonderful! I'd love to set that up for you! Would during the week or the weekend be best for you? Great! I have openings on ___ and ___. Which would be better for you?
- By the way, a lot of ladies like to share their makeover with girlfriends because you can earn products at a discount and it's more fun!
- Do you know a few friends who may like to join you? Great!
- I promise I'll take good care of your girlfriends!
- You'll receive a 50% off discount for up to \$100 in products just for having 3 friends join you!
- If you have one friend, you get your choice of a free lipstick or a Beauty Coupon for one item at 50% off! I'll give you a call in a couple days to get your guest list so I can check their skin types.
- You also get another free gift for getting the guest list to me!
- Does your skin tend to be dry, normal, combination or oily?
- Also, what would you most enjoy learning about when we get together?
- I will be sure to bring products that will help with that so you can try a sample!
- What is the best time to call you on [day]? I'm looking forward to meeting you and giving you the best makeover you've ever had!

Booking from Skin Care Classes

- During the opening, romance the hostess gift.
- If there are 2 bookings, the hostess earns it.
- Tell the guests that they can earn a generous discount for having a party!
- During the one on one close, pay attention to what she loved but didn't buy for herself.
- [Name], I would love to help you get these products on your Wish List at 50% off for sharing your Color Makeover with a few friends!
- Would you enjoy that? Great! I have openings on [] and [], which would be better for you?
- Suggest she use the names she gave during the Referral Game as her Guest List.
- Give Hostess Packet which contains:
 - o Hostess Letter, Guest List and Invitations
 - o Look Book, Your Card, Product Sample
- I am excited that you are going to save so much money on all these fabulous products on your Wish List!

Booking Someone Who Wants to Have a Friend Join Her and May Not Want to "Have a Party"

- That's great, Kristy! You can an item at 50% off for each friend you have join you – so if you have two friends there, that's two items at 50% off! Since you love the [Microdermabrasion Set], you will save so much money!
- Always focus on "What's in it for her"!

Booking Someone Who Was on Your Guest List But Did Not Attend the Party

- Hi (name), this is (your name) and I'm a friend of (your customer's name). Do you have a minute? I recently treated Crystal to her makeover with Mary Kay on Thursday night and she told me you couldn't make it that night since (your daughter had cheerleading). We didn't want you to miss out on your makeover and Crystal said you would have loved it! I was just calling to see when would be a better time for me to pamper you?
- Optional: she gave you a \$10 gift certificate in her name too!

Inviting Guests to Unit Meeting or Event

- Hi (name), this is (your name) with Mary Kay, do you have a minute? Great! I am so excited because we are hosting a glamour event for my weekly business meeting this Tuesday night! We will be featuring all of our new products (or whatever topic is being taught) and I need ladies to come out and model our work!
- I will gladly give you one item at 50% off just for coming and helping me out! Is there any reason you couldn't come and be a model for me? Awesome! Also, if you bring a friend with you, it'll be more fun for you and I would love to give you a second item at 50% off! Do you have a friend that would like to join you? Great!

Conversational Booking

- Hi! My name is Karen and I just wanted to compliment you because (give her a sincere compliment). Can I ask you a crazy question? I teach skin care for Mary Kay and I was wondering if you would ever enjoy a free makeover? I have a gift sample for you with my card! Would you like to have a hand cream or a lip gloss?
- Would you just put your name and number down and I'll get back with you. I promise I'll give you the best makeover you've ever had! Is there anything special you'd like to learn about when we get together?

Booking the Leads You Meet through Conversational Booking

- Hi (name)! This is (your name) with Mary Kay, and we met at Target yesterday. It was so good to meet you and I just wanted to call and see when we can get together so I can pamper you with a free makeover!
- What works best for your schedule – during the week or on the weekends?
- Great! I have openings on ___ and ___. Which would be better for you?
- I just wanted to ask a couple quick questions to personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most enjoy learning about when we get together?
- Great, I'll be sure to bring samples of _____ for you!
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it's more fun! Do you have some girlfriends who may like to join you?
- If yes...How about if I call you back in a couple days to get your guest list with phone numbers so that I can get their skin types ahead of time? I promise I'll take great care of your friends!
- If no...That's totally ok! You and I will still have a great time and I'm looking forward to meeting you. If you happen to think of someone, you're still welcome to invite them at the last minute

Booking a Lead or Referral you've "had forever" but never called!

- Hey [name of lead]! This is Audrey with Mary Kay and I was cleaning out my desk and realized that you were gifted a pampering session that was never used. If you are interested, I would love to give you a makeover so you could use your Gift Card.
I have times available on ___ and ___ if you wanted to get together!
- You may also choose to follow up with a text message.

Booking Your Current Customer

- Hey [customer name], this is [your name] with Mary Kay. Do you have a minute? I am so excited because we have a new Spring Line and I would love to pamper you with an updated look! Would you enjoy getting together?
- Great! Also, you can get an item at 50% off for each friend you have join you – so if you have two friends there, that's two items at 50% off! Do you have a couple girlfriends who may like to join you?
- Always focus on "What's in it for her".

Booking from a Facial Box Lead:

- Hi! Is this ___? This is [your name], and I'm calling because you won the drawing for the Free Makeover and Gift Certificate with Mary Kay from the little box at LaVilla's Restaurant! Do you have a moment? I'd like to see when we could schedule your free makeover so you can redeem your Gift Certificate! Which would be better for you, weekdays or weekends?
- Great! I have openings on ___ and ___. Which would be better for you?
- I just wanted to ask a couple quick questions so I can personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- Great. I'll be sure to bring products that will help with that so you can try a sample!
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it's more fun! Do you have some girlfriends who may like to join you?
- If yes...How about if I call you back in a couple days to get your guest list with phone numbers so that I can get their skin types ahead of time? I promise I'll take great care of your friends!
- If no...That's totally ok! You and I will still have a great time and I'm looking forward to meeting you. If you happen to think of someone, you're still welcome to invite them at the last minute.

OVERCOMING BOOKING OBJECTIONS

I don't have time

- I really appreciate your honesty. I stay really busy too! If you knew our makeovers only take about an hour, would that make it more convenient for you so you could fit it in with your schedule?
- If she says yes, schedule date and time.
- If she says no, say: (voice inflection is very important, ask with spirit of curiosity, not interrogation) That's ok, Beth, if you did have the time, does it seem like something you'd ever enjoy?
- If she still says no, say:
- Thank you for being so nice to me! I will honor the coupon if you ever change your mind.
- If she says yes, say:
- I would be happy to get back with you at a future date when things aren't so crazy! When would be the best time to check back in with you? OK, I'll check back with you then.
- Thank you for being so nice to me. I promise I'll give you the best makeover you've ever had when we do get together!

I'd like to have a makeover, but can't schedule it right now

- Oh, that's great! I appreciate your honesty. The makeover takes about an hour, would you like me to check back with you in a 2 weeks, or would 3 weeks really be better? (Then, log them to call back on that date). Close with, I can't wait to pamper you, Erica, and I promise I'll give you an amazing makeover when we get together! I will talk to you in (the amount of time they requested). Have a great day!

I don't think I'm interested

(voice inflection is very important, be gentle, but confident!)

- I really appreciate your honesty. In case you ever change your mind, let me share what I do really quickly.
- I teach skin care and customized color and I promise I'm not pushy!
- Does it seem like something you'd ever enjoy?
- If she says yes, schedule date and time.
- If she says no, say: Thank you for being so nice to me, have a good day!

I don't wear makeup

- Oh yes, I totally understand how you would feel then! Well, another option would be if we just focus on skin care customized for your needs and leave the makeup part out. Does that seem like something you would feel more comfortable with?

I already use another brand and I am happy with it

- Oh, Kim, I really appreciate your honesty and I'm glad you are using a quality product!
- It would be fun for me to pamper you and get your opinion on how Mary Kay compares with what you are using. There is no obligation to get anything. I'd love to just teach you some new tips and I promise I'll give you an awesome makeover!
- Does that seem like something you would enjoy? Or
- Is there any reason why you wouldn't enjoy being treated to a free makeover?

I don't want to have a party

- I understand and I really appreciate your honesty. I feel the same way about "parties" – they can be lot of work! Would you enjoy a one on one personalized makeover? I would love to pamper you! OR
- I understand and I really appreciate your honesty. With our parties, we keep it to very small groups so we can give personal attention to everyone.
- It's easy because you just invite a few of your close girlfriends and I make it worth your while because you get a 50% off discount just for sharing it with just 3 friends! How does that sound?

I'll have to check with my friends to see what would be a good date

- Yes, you could do that or what may work out better for us is if we agree upon a tentative date that's good for you and then you can check with your friends to see if that date fits. Sometimes it is challenging to find a time that works for everybody! If you find the time doesn't work well, we can always reschedule.

I tried Mary Kay products before and my face broke out

Note:

1. This is a unique objection. Voice inflection is very important. Be gentle, but confident and speak with a tone of genuine concern, seeking to understand, but not interrogate.
 2. Although this is a longer conversation, please study it and understand it can be a sensitive subject.
 3. We must focus on the solution, not the problem, and this response utilizes good communication skills.
- Oh, Carmen, I can understand how you would feel that way.
 - I would feel the same way.
 - If you don't mind me asking, tell me a little bit more about what happened with your skin? (Be quiet and really listen).
 - What type of breakouts did you have?
 - Do you remember which products you used?
 - To be honest, you may have been on the wrong products for your skin type and
 - You certainly don't have to do anything you don't want to do, Carmen, but I wanted you to know that there are so many people that genuinely have sensitive skin, that our company created a product that caters to that need.
 - It's called Botanicals and I've found that many of my sensitive skin customers can use it.
 - Optional to say this line: It is hypoallergenic, antioxidant rich and free of alcohols, dyes and fragrances.
 - I really believe I can help you find a customized formula for your sensitive skin.
 - Does that seem like something that would you would be more comfortable to try?
 - If she says no, say:
 - Thank you for taking the time to speak with me honestly, Carmen, and I apologize for the experience you had. If you ever change your mind, I would be honored to serve you.

Other optional questions:

- Did you feel that the Beauty Consultant was knowledgeable about the products?
- Did she give you your money back on the products?
- Do you feel she let you try other products to help your sensitive skin?

SELLING CONVERSATIONS

I can't afford it

I completely understand! I felt exactly the same way. Would it help you if we split it into two payments? We can put some on a credit card and some with check or cash? (Please don't bring up hostess discounts yet because you don't want to lose today's sale.) You may also say: How would you feel about starting with a smaller set, for example, the cleanser and moisturizer for just \$__? If still no, suggest: Okay, that is not a problem at all! What we will do is create a wish list and a take home list for you today and I will go through all of the products that you tried today and you can just tell me which list you would like for me to put it on.

I just bought a supply of another brand

I understand how you would feel then because that's a quality product. Did you like the way your skin felt tonight after using Mary Kay? That's wonderful! How long do you think the products that you have at home will last? Are there any products in the skin care line that you don't have at home that you would like to get today? (Example: Kelly, since you have a moisturizer, but not the cleanser and foundation, how would you feel about starting off with just those products today?) Continue gently going through the Look Book to upsell other items she wants to purchase today, or prefers to put on her wish list.

If they still say no

That's OK. I'm glad you're using a quality product and I really appreciate you being honest. How long do you think your other products will last? Let's say they reply: "about a month". Would it be OK if I call you back in a month and check on you? Don't stop selling until they stop buying, however! Remember to review all the items they used, circling in the Look Book, asking about each one.

I'll just take a lipstick and some mascara

Great! You looked so pretty in those! Write products on sales ticket. I see you wrote down you loved that Miracle Set. Would you like to add that to your collection? Remember to review all the items they used, circling on their placemat or wrote down, asking about each one.

Some of this is just "par for the course" in sales! Your job is just to follow up and begin building the relationship with her! Remember that how she FEELS when she is with you is very important. You want her to come back!

My husband would be very upset if I spent all that money on cosmetics

I appreciate your honesty and I completely understand. You'll be glad to know that the 100% Satisfaction Guarantee applies even to husbands. Smile. If he was all in favor of it, is it something you'd like to have? What I've found is that men are very visual & if they see what you're getting for your money it's easier to beg for forgiveness than ask for permission! How would you feel about getting the set you'd like so he can really see what you are getting with the understanding that if you take it home and it doesn't work out, you can always call me and return it?

TEAM BUILDING TIPS PART 1

Why Should I Build My Team?

1. Leadership is influence, and team building gives me the joy of changing lives, making new friends, and giving other people an incredible opportunity!
2. Team building offers me extra income: 4% bonus each month averages \$20-\$100, 9% bonus averages \$100-\$300, and 13% bonus averages \$300 or higher! The extra income is unlimited! Think of sales as your quick cash, but team building as your future!
3. Team building offers me incentives to move up the career ladder. I can earn a car (insurance, tax, tags and title paid for) and become a Sales Director!

Whom to Look For:

1. Enthusiastic customers
2. Friendly, well-groomed women
3. Loyal hostesses
4. People with positive attitudes
5. Women looking for extra money
6. People who ask questions about what you do
7. Women dissatisfied with current job
8. Almost anyone (Don't prejudge)

YOU SHOULD BASICALLY ASK EVERYONE ABOUT BECOMING A MARY KAY CONSULTANT WHO MEETS THE FOLLOWING CRITERIA:

- You like her
- She loves the product!
- You would be upset if someone else recruited her! (Don't prejudge; you never know!)

How Do I Begin To Build My Team?

- Start holding classes with people you think would be great potential consultants, and let people fall in love with the products. ALWAYS invite customers to your meeting! Invite 10 to have 2 come along because it's a numbers game!
- Get a Team Building Notebook from your Sales Director to conduct team building interviews.
- Let your director coach you. Always call her immediately after your appointments to share the names and phone numbers of people whom you want on your team. She will help you follow up.
- After EVERY class, select the people you would love to have on your team! Give them a Mary Kay bag that contains: An "Avenues of Income" sheet, Company Information and our Marketing Hotline Information. You may also include "Answers to Husbands Questions".

TEAM BUILDING TIPS PART 2

IDEALLY, AFTER EVERY SELLING APPOINTMENT...

1. After closing the sale, casually ask her, "Have you ever considered doing what I am doing?"
2. Many of your future team members may say no thank you at this point, and that's ok!
3. No matter what she answers, reply, "Well great! This is for you!" (Give her the MK Bag with Avenues of Income and Company Information in it).
4. Then say, "I realize this may or may not be for you, but I'd love for you to be a talent scout and help me with my training by looking over the info. My director is teaching me how to build a team and will probably call to say thank you, since she is evaluating me right now. Even if you have no interest in a Mary Kay business, you will be helping me so much with my training by giving her your honest feedback!"
5. Then add, "Would you be willing to stay for about 15 minutes tonight and let me go through some information? I realize you may or may not be interested, but it sure would help me get my training completed!" (Offer a half-price eye shadow for her to listen, if necessary. It's worth it!)
6. After closing the sale with everyone at your class, use the Team Building Notebook and briefly share the information. This is a simple conversation, not meant to tell them everything about the company, but just to entice them with information.
 - Do you know that most of the time, a consultant's first team members come from the first customers she met during her Power Start?!
 - **IF YOU DO NOTHING ELSE, BE SURE TO GIVE THE BAG OF COMPANY INFORMATION TO POTENTIAL TEAM MEMBERS AT YOUR PARTIES AND CALL YOUR DIRECTOR RIGHT AWAY WITH THEIR NAMES AND PHONE NUMBERS. YOUR DIRECTOR WILL COACH YOU AND DO EXCELLENT FOLLOW UP FOR YOU.** The BEST time to give potential team members company information is RIGHT AFTER THE CLASS. Waiting to give her information later or waiting for the "ideal" time is not the best.

Other important "layering" parts of the team building process include:

1. Have her listen to our recorded Opportunity Call
2. Talk to her husband/boyfriend if he has questions
3. Give her EXCELLENT customer service
4. Have your Director call her
5. Invite her to be a guest at meeting
6. Give her a copy of a team building flier
7. Invite her to a guest event
8. Ask her out for a coffee date with your director

Invite all your prospects to be guests at sales meetings to learn more about the opportunity, or be a guest for a makeover at an event! Over 65% of people join the company as a result of seeing all the fun at a Mary Kay function.

TEAM BUILDING CONVERSATIONS

I need to think about it

I know how you feel; I felt the same way and I wanted to think about it too. What's the main thing that would concern you or hold you back? Have you thought about what's the worst thing that could happen if you tried it?

If still no That's ok, you'll love the information in this packet. Why don't I get back to you in a day or two – if it stays on your mind, that's a great sign! (You can also text the team building video from YouTube).

I'm not the sales type

I understand how you feel. I felt the same way too because I didn't like the thought of being the "stereo-typical" sales person! But once I began giving ladies makeovers, I found that they were so excited about the way they looked that the product sold itself! I find that women who are good with people and love the product do best. Also, women have a sixth sense – our intuition – and they know when someone is being "fake" with them. So, I was just genuine, and people appreciated me being honest with them! I've found that women love to buy, but they hate to be sold! Would it help you feel more comfortable if you knew I would be here to help you every step of the way? Another question you may ask her: Would you feel more comfortable with giving it a try if you know you will receive excellent training and support?

I don't have the time

I know how you feel. I felt the same way when I began because I worked full time. If we could find the time to build your business on a part time basis to earn extra money would you have the desire to try it?

I don't have the money

I appreciate your honesty. I understand exactly how you feel because when I started MK we didn't have the money either. I found that was the best reason of all for joining! I thought, if I don't have an extra \$100 dollars, I need to make a change! Do you feel that way too? Would putting your Starter Kit on a credit card be an option?

If yes – Awesome! Let's go ahead and fill out your application!

If no – I understand. How would you feel about us doing a party so we can earn the money for your kit?

I want to talk to my husband

That's great that you all make your decisions together. What do you think his main concern would be? (Answer this concern for her). You may want to give her the handout "Answers to Husband's Questions". If he is supportive of your decision, is there anything else that would concern you or hold you back?

The time just isn't right for me now

I understand that timing is important. What would you need to change in your life to make it the right time? Listen and then offer suggestions such as "Do you think you could find a sitter for your children once a week since your husband's schedule is so crazy? "How do you feel about working this along with your other full-time job for a while and seeing how it goes" "Even though you're moving in 2 months, would you like to get your training out of the way while you're living here in familiar territory since your friends would let you practice on them before you move. Then when you relocate you'd have a good feel for your Mary Kay business and be able to pick it up there." How does that sound? If it were the right time, is MK something you would have the desire to try?

I don't know many people

I understand how you feel. I felt the same way but I found that I needed 3-5 people to help me get started. Do you know 3-5 people that would help you get started? That's all it takes because they will introduce you to others. Would you feel comfortable with giving it a try if you knew that we will give you the training and support to meet new people?

HOW TO SET UP YOUR OFFICE

FILE SYSTEM

1. A-Z for Customer Profile Cards
2. January – December for Sales Tickets
3. Expandable file for expense receipts
4. Hanging files with tabs as needed

OR

Download my customers+ app in your app store and keep track of all customers, sales and your inventory virtually



BRAIN BOOK

Establish a 3-ring notebook with tabs to produce an efficient approach to your business. Keep everything organized in one location!

SECTIONS

1. **Focus and Goals:** List your goals and dreams for your family, business and personal life.
2. **Weekly Schedule:** Decide how much time to invest in your business to reach your goals. Plan your work, and work your plan. Please use the enclosed Weekly Plan Sheet.

Begin by writing the following commitments:

God First (daily devotions, church, Bible study)
Family Second (date night, kid's ball games, etc.)
Career Third (time to work your business)
Personal time (nail appts, shopping, etc.)

3. **Contacts:** This section contains leads from referrals, conversational booking, friends, relatives, social networking and facial boxes. Get into the successful habit of putting names in one place immediately. It's so fun to make a quick call and get bookings wherever you are. Keep your excitement alive by keeping your datebook full!
4. **Team Member Potentials:** Immediately after sharing the opportunity, enter your customer's name and contact information in this section. This will allow you to keep names handy since customer profiles will be filed in your office.
5. **Training & Scripts:** Keep notes from weekly unit meetings and scripts.
6. **Preferred Customer Program List:** Quick access to your customer's information!
7. **Next Event:** Keep dates of Career Conference, Seminar and the next event.
8. **Make Your Own Sections:** Be creative and have fun getting organized!

Organization is the key to speed!

MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE) _____ WEEK OF (SEMANA DE) _____

	SUNDAY (DOMINGO)	MONDAY (LUNES)	TUESDAY (MARTES)	WEDNESDAY (MIÉRCOLES)	THURSDAY (JUEVES)	FRIDAY (VIERNES)	SATURDAY (SÁBADO)
6:00							
7:00							
8:00							
9:00							
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10:00							

MONEY MANAGEMENT PART 1

Open two accounts for your Mary Kay business:

One CHECKING account

And One SAVINGS account

Savings Account (60% account) is for:

- 50% - Wholesale Cosmetic Orders
- 5% - Section 2 Business Supplies
- 5% - Preferred Customer Program Mailings

We choose a Savings account to serve as a "holding account" for funds to place your next inventory order.

This prevents you from spending the money you need to keep to build your inventory.

Checking Account (40% account) is for:

- Your Paycheck
- Paying off your inventory

How to operate these two accounts:

Example:

- You have weekly sales of \$500 at 5% tax
- $\$500 \times 5\% \text{ tax} = \25 in tax
- $\$500 + \$25 = \$525$

Savings Account (60% account):

- Deposit 60% of sales into this account
- Deposit 100% of all sales tax into this account
- Reason: when you order products, you pay tax on retail (not wholesale), so you are simply reimbursing yourself from the sales tax the customer paid you.
- In this example: $\$500 \times 60\% = \300
- Your tax on \$500 was \$25
- So, you will deposit \$325 ($\$300 + \25 tax) into your Savings account

Checking Account (40% account):

- Deposit 40% of sales into this account
- This money is for:
 - Your Paycheck
 - Paying off your credit card that you initially charged your first inventory order on
- In this example: $\$500 \times 40\% = \200
- So, you will deposit \$200 into your Checking account

MONEY MANAGEMENT PART 2

Why this Works:

- Let's assume you sell \$500 each week for one month.
- You will have \$1,200 (\$300/week x 4 weeks) in your Savings account.
- When you need to order more products, you will use this money (\$1,200).
- You will not increase the amount of your debt, you will pay for the inventory order with the \$1,200 you are holding in your Savings account.
- It is recommended that you charge the order on your credit card for convenience, but then pay it off immediately. This builds good credit.
- You will have \$800 (\$200/week x 4 weeks) in your Checking account.
- You can use some of \$800 to pay yourself.
- You can use some of the \$800 to pay off your initial inventory order.
- You can use all of the \$800 to pay off your initial inventory order to be debt-free quicker.

Key to Pay Less Interest on Your Credit Card:

- Send a payment to the credit card company **weekly**.
- Send this payment from the funds in your Checking (40%) Account.
- You will pay less interest per month because the amount owed will be reduced each week.
- You may choose what percentage to pay the credit card each week and what percentage to keep as your paycheck.

Tips for Calculating Sales Tax on Customer's Orders:

Example #1, Selling at Full Retail:

- Customer orders \$100 in retail products
- Multiply Retail Amount x Your Tax Rate
- Example tax rate at 8.5%: $\$100.00 \times 8.5\% = \8.50 tax
- Total of order would be \$108.50 ($\$100.00 + \8.50)

Example #2, Selling at a Discount:

- Customer orders \$100 in retail products at a 20% birthday discount
- Charge tax on the full retail amount prior to calculating discount because tax is paid on full retail at time products are purchased
- Multiply Retail Amount x Your Tax Rate
- Example tax rate at 8.5%: $\$100.00 \times 8.5\% = \8.50 tax
- Calculate discount: $\$100.00 \times 20\% \text{ off} = \text{a } \20.00 discount
- $\$100.00 - \$20.00 = \$80.00$ retail
- Total of order would be \$88.50 ($\$80.00 + \8.50 tax)

AVENUES OF INCOME

Skin Care Classes and Facials

50% The highest direct sales commission paid in the U.S.

An average class is approximately \$300.

An appointment (with 1-6 guests) takes approximately 1-2 hours.

Average income per hour is \$15-25.

If a class took 2 hours, how many would you like to hold per week? _____

Multiply that number by \$300 x _____ (# of classes/wk.) = _____ (retail sales)

How much of that amount would you keep as your profit? _____ What

would you do with an extra _____ per week?

Reorders

50% Our product is consumable, so reorders become a large part of our income.

Income example: If you work 50 weeks out of the year, and add 2 customers per week who order \$100 retail per year, that is 100 customers x \$100 in reorders each. Your total retail sales are \$10,000. That is \$5,000 profit per year just from reorders!

Team Building

This is paid directly from the company in the form of a commission check.

<u>4%</u> 1-4 Active Team Members	Average \$ <u>25-100</u> /month
<u>9%</u> 5 or more Active Team Members	Average \$ <u>100-300</u> /month
<u>13%</u> 5 or more order in 1 month	Average \$ <u>300+</u> /month

Car

You can earn the use of a beautiful new car. The company pays tags, registration, insurance and property tax.

Directorship

9-13% The Sales Directors commission is paid to the director from company profits and is based upon the units monthly wholesale production. The average Director earns \$36,000 in her first full year as a Director and works approximately 40 hours per week. Directors are eligible to earn the Chevy Equinox, Toyota Camry or the Pink Cadillac.

Advantages of Owning a Mary Kay Business

Money	Be Your Own Boss
Recognition	Make New Friends
Self Confidence	Flexible Hours
Cars	Tax Deductions
Advancement	No Quotas

TAX BENEFITS

- You are entitled to all the legal tax deductions for a small business such as....
- Auto expenses - a deduction per mile
- Telephone—a portion on of your bill
- House and utility payments—a portion for a separate room as an once
- Office Supplies
- Child Care—when conducting business
- Entertainment - when related to business activities
- Vacations - you can do business anywhere

STEPS TO GET STARTED

1. Submit a Beauty Consultant Agreement and purchase your Starter Kit for \$100 plus tax and shipping.
2. Make your list of potential customers.
3. Attend training classes.

BUY BACK GUARANTEE!

90% Buyback

HOW TO BE A STAR CONSULTANT

Perks of Being a Star Consultant:

- Receive a Beautiful Prize of your choice!
- Receive Star Ladder of Success Jewelry
- Special Recognition at Events
- VIP Perks at Special Events
- Get referrals from the Company on Your MK Website
- Opportunity to use the Customer Delivery Service
- Get to order new Seasonal Limited Edition Products Early

Star Consultant Quarter Contest Dates:

March 16- June 15

June 16- September 15

September 16-December 15

December 16- March 15

Beauty consultants that have been a star all four quarters will earn a Kate Spade!

How to Qualify as a Star Consultant:

Place a combined total of \$1,800 WHOLESALE (your cost, not including tax & section 2 Business Supply items) in a Star Consultant Quarter. You can achieve this by selling \$300 retail per week!

How to Qualify for a higher Star Level:

When you add a qualified team member (meaning your team member places her first order as \$600 wholesale or more within the Star Quarter), you will be promoted to the next level!

Example: You have \$1,800 wholesale (Sapphire Star) in for the Sept. 15 - Dec. 15 quarter. Your new team member places a \$600 wholesale qualified order on December 14 – you will then be promoted to the Ruby (2,400) level. You may be promoted one level for each new qualified team member within the quarter!

Good to Know:

You can track your Star Progress at marykayintouch.com, click business tools, click on action items, see my action items for your wholesale total at the bottom left of the screen in the pink box.

Check out star prizes under the contest/promotions section on marykayintouch.com

Star Consultant Levels:

- | | |
|--------------------------|-------------------------|
| Sapphire 1,800 wholesale | Emerald 3,600 wholesale |
| Ruby 2,400 wholesale | Pearl 4,800 wholesale |
| Diamond 3,000 wholesale | |

Activity Status

What does being an "Active" consultant mean?

ACTIVE: Being an active consultant means that you have placed a minimum of a \$225 wholesale order and you have earned your 50% discount! Yay! (when you're new, you will most likely order more than \$225 to stock up on inventory and to earn FREE STUFF! Double yay!)

HOW LONG WILL I BE ACTIVE?: You are considered active for the calendar month that you place the active order and the following two months after it for a total of 3 calendar months. **Example:** Susie placed a \$600 wholesale order in July. She was active in July, August, and September. In September, she placed a \$225 wholesale order. She remained active for September, October, and November

WHAT HAPPENS IF I BECOME INACTIVE?: You are considered inactive if you go 3 calendar months without placing a minimum of a \$225 wholesale order. Nothing bad happens to you if you are inactive! You just would not get a 50% discount on any order less than \$225. If you place a \$225 order, you will receive your discount and be active again for the next 3 months. The good news is, because you get the discount you will receive \$450 worth of products for the amazing price of \$225! Yay again! **Example:** Susie fell inactive because she hadn't placed an order for at least 3 months. She collected a few sales and placed a \$225 order, reactivating her for the next 3 months. Now Susie can order any amount of products and enjoy a discount...no minimum order required.

IN A NUTSHELL: If you would like to always remain an active beauty consultant, focus on placing your active order at least every other month and you will never have to worry about it, it's easier than you think! You could maintain your active status by simply having one party every 2 months. You will get a post card from Jamie that will remind you when you need to place your next order.

TO REMAIN A BEAUTY CONSULTANT: You will need to place a \$225 at least once a year. If you go 12 months without placing an active order, you will lose your beauty consultant status. You could easily sign back up into the Spark Unit if you wanted to pick your business back up. This of course is a worst-case scenario. A \$225 once a year is SO EASY! You could easily do that once or twice a year just to receive your personal beauty products at our fabulous discount.