

# LET'S TALK BUSINESS with MARY KAY

Consultant's

Name: \_\_\_\_\_

Date \_\_\_\_\_ Prospect Name: \_\_\_\_\_ Birthday \_\_\_\_\_

Best Time to Call \_\_\_\_\_ Home #: \_\_\_\_\_ Work #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Consultant Comments:

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<b>STEP ONE</b>	<b>Our Agenda and You</b>	I'll ask you to tell me a little about yourself so I can get to know you better.	I'll tell you a little about me and my Mary Kay journey.	I'll share some facts about our company.	I'll answer any questions you may have.	Because we've done the other 4, I'll ask you if you'd like to work with me.
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Tell me about yourself (family, job, education, hobbies...) \_\_\_\_\_

What do you like best about what you do? \_\_\_\_\_

What do you like least or what would you change, if anything? \_\_\_\_\_

What do you need most in your life right now? \_\_\_\_\_

Where do you see yourself 5 years from now? \_\_\_\_\_

Your age group is:

☐ 18-25


☐ 26-34

☐ 35-45

☐ 46-54

☐ 55-64

☐ 65+

<b>STEP TWO - ME</b>	 Let me tell you a little about why I love what I do!	<b>STEP THREE - THE FACTS</b>	<p>If I only had 5 minutes to share some facts with you about a Mary Kay career, what would you want to know?</p> <p><b>Marketing Plan Points</b></p> <ul style="list-style-type: none"> <li>No Territories/No Quotas</li> <li>Golden Rule</li> <li>Flexibility/Be your own boss</li> <li>Priorities-God, Family, Career</li> <li>Advance at own pace</li> <li>Confidence/Self Esteem</li> <li>Recognition &amp; Prizes</li> <li>90% Buyback Guarantee</li> <li>Training</li> <li>\$100 Gets you started!</li> </ul> <p><b>Which appeals to you?</b></p>	<p><b>Income Possibilities</b></p> <p><b>50% Gross Commission</b></p> <p><b>Facials (1-2 people):</b> 1 hour, avg. \$100 sales/\$50 profit</p> <p><b>Parties/Classes (3-6 people):</b> 2 hours, avg. \$200/\$100 profit 2 parties a week = \$400 sales/\$200 profit (4 hrs work) Monthly profit= \$800 x 12= \$16,000/year</p> <p><b>Reorders:</b> Average \$300 per customer/year 100 Customers x \$150 profit = \$15,000 + \$16,000 = \$31,000 profit/year</p> <p><b>Other sales:</b> Web Page/On the Go/Silent Hostesses</p> <p><b>Team Building Commission:</b> \$200-\$2000/month</p> <p><b>Car Program:</b> Car, 85% insurance, taxes, plates (or \$350 cash)</p> <p><b>Tax Deductions:</b> Home office/equipment, supplies, car</p> <p><b>Directorship:</b> Avg. \$50,000 commissions + sales + prizes</p>	<p><b>Qualities we look for...</b></p> <ul style="list-style-type: none"> <li>Busy People</li> <li>Doesn't necessarily know a lot of people</li> <li>Is NOT the "sales" type</li> <li>Has more month than money.</li> <li>Family-Oriented</li> <li>Decision Maker</li> </ul>
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**Women come into Mary Kay for a variety of reasons.**

- Company Philosophy:** God first, family second, career third. Live by the Golden Rule. Love Mary Kay products and purchase your Mary Kay products at wholesale.
- Money:** Unlimited earning potential. You write your own paycheck!
- Recognition:** Prizes and awards for achievements.
- Self-esteem:** Friendship and Fun! Help others feel better about themselves.

- Car Program:** Use of company car with license and 83% of insurance paid by Mary Kay.
- Advantages of being your own boss:** Tax benefits and home base business deductions.
- Be Flexible:** Work around your schedule - you design your life and call the shots.

**Six Qualities of Successful Mary Kay Consultants**

- 1. They want to build a business ...**
  - Not just around family and friends.
  - Want to build a business with real customers.
  - Developing clientele is covered in training and with ideas shared at weekly meetings
- 2. They are busy people.**
  - Know who to prioritize.
  - Excellent time managers.
  - Easy to train.
- 3. They have more month than money.**
  - Motivated to make more money.
  - Goal-oriented and ambitious.

- 4. They are not the "Sales Type".**
  - Not pushy, not aggressive...they attract...not attack.
  - Like people and create repeat business from happy clients.
- 5. They are family oriented.**
  - Motivated by the needs of their families.
  - Don't use their family as an excuse, but as a reason to do well.
  - Want more for their family and want to be a good example to their children.
- 6. They are decision makers, not procrastinators.**
  - Sitting on the fence of indecision is very uncomfortable!
  - They realize that there's never a "perfect" time to begin something new.

**Our Marketing Plan**  
  
Selected the #1 Marketing Plan by Harvard School of Business

- Income is based on retail sales. We make 50% on everything we sell. Purchase for \$1.00, sell for \$2.00.
  - Considered "Dual" marketing, not multi-level or "pyramid company".
  - 90% buy-back guarantee, on any Section 1 products purchased within the past 12 months.
  - Everyone begins at the same level and promotes themselves based on performance and leadership.
  - No territories, sales or time quotas assigned, work part-time or full time.
- 5 Streams of Income:**
- Skin Care Classes & Facials
  - Reorder Sales
  - Personal Team Building Commissions (4, 9 or 13%)
  - Career Car Program
  - Sales Director Commission and Bonuses (9 - 13%)

**Steps Necessary to Get Started!**

- Make your decision to start a Mary Kay Business.
  - Complete your agreement with payment to purchase your 1 Starter Kit.
- \$100 + Tax and shipping (\$8.95).

<b>STEP FOUR - YOUR QUESTIONS</b>	<p>Just for Fun (hypothetically), if you were to consider doing this, what do you think your strengths would be &amp; why would you be good at it?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>With the proper training, do you feel that you could learn to do what I do?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>Do you have any other question that I did not answer?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<b>STEP FIVE - CLOSE</b>	<p><b>Close</b></p> <p>I would love to work with you, Is there any reason why you wouldn't want to get started today?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>From 1-4, how would you rate your interest in Mary Kay?</b></p> <p>LOW HIGH</p> <p>(1) (2) (3) (4)</p>
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(Consultants - please fill out this form and turn in to your Director)