

Career
Call + M

Money

Would you be interested in a career where you control the amount of money you earn?

Discuss the avenues of income and the fact that whether you're looking for an extra \$50 a week or \$1,000 a month, your earning potential is up to you.

Recognition

When was the last time your company or your family recognized you for a job well done?

Discuss the fact that in Mary Kay you are recognized for everything you do. Whether it's with a diamond ring, a ribbon or simply with words of praise, it feels good to be appreciated.

Self-Confidence and Personal Growth

Can you get excited about a career that not only helps you build your income but also helps you build your self-esteem and self-confidence at the same time?

Discuss the opportunities you have to grow personally as well as professionally and the positive environment that encourages personal growth.

Cars

When was the last time you earned the use of a career car?

Talk about the car program.

Advancement

Have you ever worked very hard for a company and were passed over for a promotion?

Mention that in Mary Kay you advance at your own pace, and the opportunity for advancement is unlimited.

Be Your Own **B**oss

Do you have the flexibility to work the hours you want to work; to be home when your children get out of school; to be, in essence, your own boss?

Discuss the freedom of being self-employed and the flexibility of working the hours you want to work.

Activity



Listen to the audiotope to hear how to present the marketing plan using MRS CAB. Then practice the presentation using your own words and your own examples. Once you feel comfortable, why not try it out at your next unit meeting?

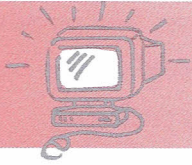
Informal Presentation

The informal approach of presenting the marketing plan incorporates various elements of the marketing plan throughout the meeting or event. Here are some ways you can do that:

- **Ask questions**

Ask the guests questions throughout the meeting that the marketing plan answers. For instance:

Wouldn't you love to work your own hours and advance according to your own abilities? Well, that's what Mary Kay offers you. How far can you go? How far do you want to go?



A guest profile sheet can be found on the Mary Kay InTouch® Web site under LearnMK. Key word: Millennium

Make Your Close Count

You have touched on the components of the marketing plan throughout the unit meeting or event. Now make your close really count. Here is a sample dialogue used by Independent National Sales Director Kay Hall at the end of her unit meetings and guest events:

I don't know if this is anything you are considering for yourself. But I do know two things: Your Consultant likes you enough to feel you would be fun to work with, and she feels you have the qualities needed to succeed.

I invite you to stay a few minutes so we can get to know each other a little better. I will share a little about our Company and would love to hear what you think of our business and our meeting.

We know Mary Kay isn't for everyone; however, the more information you have, the better a decision you can make. If this isn't for you, that's OK. We want you to be able to make the best decision possible.

You may even think of someone who would benefit from a Mary Kay career, and you may decide to be a talent scout for us. I know your Consultant would love to treat you to a little shopping spree for each person you recommend who joins her team.