

Welcome to the

# THE CAN-DO CREW!



## NEW CONSULTANT ORIENTATION

Everything you need to know about your  
new career and what to do  
to be successful!



*Darci Director*

**Independent Sales Director**

**123 Any Street**

**Anytown, NY 10016**

**555-555-5555**

**youremail@email.com**

# Welcome

## Congratulations on beginning your Mary Kay® business and taking the step to controlling your own destiny!

To help you get off to a great start, this manual contains business building tips to help you work your business full circle. Your weekly unit meetings and/or weekly conference calls as well as other special events held throughout the year will provide you with continuous inspiration, education and motivation needed to help propel you up the ladder of success. Your Starter Kit will contain additional training materials to help you build a strong, successful business. Make it a goal to read and study this manual every day for 2 weeks, follow it step-by-step then watch your confidence and business grow.



As a new Consultant, I encourage you to treat this business as if you were going to college. Be patient with yourself, you will not learn everything overnight. Commit yourself to a certain number of hours per week to go to “Mary Kay School,” which would also include your weekly unit meetings and your own appointments. Also, commit yourself to at least **one full year** of consistency in your business. There is no magical, mystical secret to success in Mary Kay -- just hard work and persistence.

What do you want for yourself and your family 5 years from now? In 10 years? I will show you that you can have all you want for you and your family. You can achieve all of your dreams and more. It's all in your Starter Kit. The key? Well, that's in **YOU!**

Love and Belief,  
*Darci Director*

Your Proud Sales Director

# Your Director's Story

## Welcome to the Can Do Crew!

My husband Joe and I live in Cincinnati, OH and we don't have any children. Our lives are very full and happy and this business has only enhanced it for us!

I became a Beauty Consultant in September of 1992 and became a Director shortly after in 1994. My decision to be a part of this fabulous company wasn't a hard one to make. One afternoon I received a phone call from a very dear friend of mine who mentioned she wanted me as a guest at a skin care party where we would "have fun" and learn how to look and feel better! Now -- why wouldn't I want to do that?

Anyway, from the moment I walked in the door, I wanted to do what that lady was doing! She looked so professional and seemed to know so much about my skin and the products that would work best for me! I have to admit, I really didn't pay much attention to actually putting the product on my face, I was more interested in her and WHAT she was doing!

Well, I purchased the whole set and actually asked HER before she got an opportunity to ask me about becoming a Consultant! And the rest is history!

Your story may not be like mine. You have different reasons why you decided to pursue this as a career. Whatever the reason, I'm happy to be the one directing you to the TOP!

Our unit is in the Emerald Division, under National Sales Director Jane Doe. My Sr. Director is Sally Sue who was that fabulous Consultant who taught the skin care party I attended! As a unit we have earned 3 free Cadillacs and have debuted 8 directors who are guiding their own units! We have over 95 unit members.

I am ALWAYS available to help you with education, promotions, recognition and business ideas that will help your business to grow!

**Expect success and you will get it**  
**Expect to achieve and you will**  
**Expect to fail and it's a certainty**

I know you can achieve whatever you believe!

**Darci Director**

Elite Executive Senior Sales Director



# Our Unit Information



Our National Sales Director is  
**Jane Doe**

Our Seminar affiliation is **Emerald**

You can reach me:

- **Monday-Saturday** 9:30 a.m. - 9:30 p.m.
- If necessary, you can call on Sunday
- Phone: **555-555-5555**
- Fax: **555-555-5555**
- Email: **YourEmail@email.com**

Make sure to attend the weekly Success Meeting each week on

- **Mondays**
- **Holiday Inn** on **123 Main Street, Cincinnati, OH**
- Beginning at **6:30** for **Training**
- Continuing at **7:00** for the **Success Meeting**

If you are not local to me I can arrange to have you adopted by a Director in your area. You will be in our unit, but “adopted” by another unit for your weekly meetings, trainings and recognition. The Adoptee system works very well, since you will have the benefit of **two** Directors! Just let me know if we need to work together on this solution for you.

Make sure to attend the weekly Career Brunch each week on

- **Saturdays**
- **Holiday Inn** on **123 Main Street, Columbus, OH**

**Everybody starts this business for different reasons. Always keep YOUR reason in mind as your career progresses!**

Indicate the reason you became a Consultant (you can check more than one):

- To increase my income
- To get my own product at a discount
- To have an interest for myself
- To learn more about skin care
- To grow in the area of \_\_\_\_\_ (fill in the blank)
- Other \_\_\_\_\_

Whatever your reason for becoming a Consultant, success is a process. If you will give your business the correct attention, follow the guidelines you learn from me and others, then you will be on your way to reaching all the goals you listed above! **Go for it!**

# Your First Steps for Success



The MaryKayIntouch® website is the place to get started with everything you need for success. This is where the Company will provide you training, information, and sales ideas.

Information on MaryKayIntouch® is updated regularly, so make sure this is one of your first stops online each day.

## From here you will be able to sign up/purchase these business tools:

- **Business Cards** from MKConnections®.
- **ProPay™ Account** to accept credit card payments.
- **Personal Website** to allow customers to shop 24/7! It boosts your sales and builds customer relationships. It's easy and convenient for you and your customers.
- FREE **Mary Kay® email** address.

## Record this information:

Consultant Number

MaryKayIntouch® Password

ProPay™ Account Number

ProPay™ Account Password

Personal Website Address

MK Email Address:\*

*\*if you want me to use this email address for you, let me know!*

1. Open a personal checking account for your business. Be sure to include **"Independent Beauty Consultant"** under your name as a designation of a business account. Also get a debit card for this account to place wholesale orders.

*All checks and credit card sales should be deposited into this account to help you keep an accurate record of your sales.*

2. Plan to attend my **New Consultant Training**.
3. Thoroughly review the **Consultant's Guide**, view the **Start Something Beautiful DVD** and read the **Start Earning Now Magazine** found in your Starter Kit.
4. Give the Team Building CD (also in the Starter Kit) to a couple of friends to review.
5. Attend your first Success Meeting. Ask the people who listened to the Team Building CD to attend with you.



# Just For the New Consultant

During the month that your Consultant Agreement is received and accepted by the Company **AND** the following calendar month, you can take advantage of some great deals.

Logon to [www.MaryKayIntouch.com](http://www.MaryKayIntouch.com) to find out more!  
(you'll see this website referenced as MKIntouch in the rest of this packet)



**40%** discount on the MK Connection Business Kit from MKConnections®

**50% Off** a Mary Kay® Personal Web Site — You can have your own professional Mary Kay® Personal Web Site for half the annual \$50 subscription rate (for the first year)! Then, you can offer your customers 24/7 online shopping convenience. (Discount valid for first-time participants only.)

**E-Catalog** promotion mailings — You can send a Business Announcement e-card to your friends, family and customers! The e-card has a link to The Look online catalog, so they can start shopping right away!

**FREE** Retail Products — See the Ready, Set, Sell! Inventory Options for New Consultants brochure to learn about the rewards available for starting your business with inventory.



## Resources to Help



A Facebook presence gives more ways to keep up to date with what's going on in Mary Kay. Become a fan and post about the latest products, photos, videos and makeup tips. Visit the Mary Kay Facebook Fan Page at [facebook.com/marykay](https://facebook.com/marykay) and become a fan and tell your customers to do the same!

With Twitter, you can send a "tweet" in to provide instant updates and information. Send a tweet about a party to team members or post a link to your MK Personal Web Site? Plus, you and your customers can follow MK Canada ([www.twitter.com/marykay](https://www.twitter.com/marykay)) for the latest Company information, product updates and beauty tips.



Share the great video content available on YouTube ([www.youtube.com/marykay](https://www.youtube.com/marykay)), including trend videos, application tips, segments from news and TV programs, even a demo of Virtual Makeover. Send video links to your customers, friends and family. It's a powerful way to spread the word about the Mary Kay experience.

# Business Basics

I know a lot of information will be coming your way, but there's no need to become overwhelmed. It takes a while to learn the terms and language of our business and, as you progress, things will become clearer. Here are some business basics you need to know:

## Active Status

In the month you place a minimum \$200 wholesale (\$400 suggested retail) Section 1 product order, your status is considered Active. You maintain this status for the following two calendar months.

## The Company

Mary Kay®, Inc.

## Sales Area

The Mary Kay sales force is divided into "Areas" of Units. This Area is managed by a National Sales Director with a goal to motivate and mentor the Sales Directors to achieve and maintain a growing unit of selling consultants.

## 60/40 Split

From every sale you make, 60% should be reinvested in your business and 40% deposited into your personal account to use however you like (buy clothes, pay bills, etc.).

## Sales Unit (i.e, our Unit, the Unit, etc.)

As your Director, I manage a "Unit" of consultants. My responsibility is to train, guide and mentor each consultant to achieve a successful career as an Independent Beauty Consultant.

## Earned Discount Privilege

- When you order a minimum of \$400 suggested retail in any Section 1 products, you will receive a 50% discount on the entire Section 1 order and qualify for the Earned Discount Privilege (EDP).
- With the EDP, you can order your products and receive a 50% discount through the end of the second month after your order month.
- For example, if you order \$400 on June 16, your EDP will allow any order you make until August 31 to be 50%! Even if that order is \$20. You'll get it for \$10!
- But, you are only eligible for the EDP as long as you maintain an active status.

## Profit Level

- A level, determined by you, where you feel comfortable with the amount of product you have available to service your customers. Once you reach this level, you can then begin to take profit from your sales.
- If you have maintained your EDP, this means you have ordered \$3,600 in WHOLESALE and have received \$7,200 in retail to sell to your customers.



# The Career Ladder

	Rewards	Guidelines	Commission Earned
Beauty Consultant	<ul style="list-style-type: none"> <li>Mary Kay® pin</li> <li>Applause® magazine</li> <li>Eligible to attend Seminar and Career Conference</li> <li>Eligible to qualify for quarterly Star Consultant recognition and prizes</li> </ul>	<ul style="list-style-type: none"> <li>Active in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months</li> </ul>	<b>0%</b>
Senior Consultant	<ul style="list-style-type: none"> <li>Beauty Consultant Rewards</li> <li>Senior Consultant pin enhancer (<i>with 1 active personal team member</i>)</li> <li>Once there are 2 active team members, eligible to order the Red Jacket</li> </ul>	<ul style="list-style-type: none"> <li>Maintains an Active status</li> <li>Has 1 - 2 active personal team members</li> </ul>	<b>4%</b> of the wholesale orders of your team members
Star Team Builder	<ul style="list-style-type: none"> <li>Beauty Consultant Rewards</li> <li>Star Team Builder pin enhancer</li> <li>Eligible to wear the Red Jacket</li> <li>Can get special invitations to Star Team Builder only events and recognition</li> </ul>	<ul style="list-style-type: none"> <li>Maintains an Active status</li> <li>Has 3 - 4 active personal team members</li> <li>\$50 Team Building Bonus</li> </ul>	<b>4%</b> of the wholesale orders of your team members
Team Leader	<ul style="list-style-type: none"> <li>Beauty Consultant Rewards</li> <li>Team Leader pin enhancer</li> <li>Eligible to go on-target to earn the use of a Career Car</li> <li>Can get special invitations to Team Leader only events and recognition</li> </ul>	<ul style="list-style-type: none"> <li>Maintains an Active status</li> <li>Has 5 - 7 active personal team members</li> <li>\$50 Team Building Bonus</li> </ul>	<b>9%</b> of the wholesale orders of your team members. Earn <b>13%</b> when 5 of your team members <b>AND</b> you order <b>\$600</b> in a calendar month
Future Director	<ul style="list-style-type: none"> <li>Beauty Consultant Rewards</li> <li>Future Director pin enhancer</li> <li>Wear the Future Director Scarf</li> <li>Eligible to go on-target to earn the use of a Career Car</li> </ul>	<ul style="list-style-type: none"> <li>Maintains an Active status</li> <li>Has 8 active personal team members</li> <li>\$50 Team Building Bonus</li> </ul>	<b>9%</b> or <b>13%</b> of the wholesale orders of your team members
Director in Qualification	<ul style="list-style-type: none"> <li>Beauty Consultant Rewards</li> <li>Wear the Future Director Scarf</li> <li>Eligible to go on-target to earn the use of a Career Car</li> <li>Can submit the DIQ form</li> </ul>	<ul style="list-style-type: none"> <li>Maintains an Active status</li> <li>Has 10+ active personal team members</li> <li>\$50 Team Building Bonus</li> <li>Be a Star Consultant</li> </ul> <p><i>Many other requirements are needed to reach the ultimate level of Director. See more details in the Advance Brochure.</i></p>	<b>9%</b> or <b>13%</b> of the wholesale orders of your team members




Earn the use of a **Consultant Career Car** at the Team Leader Level




**Chevy Malibu**


Once at the Director Level, earn a **Director Career Car**



**Toyota Camry**



**Chevy Equinox**



**Cadillac**

# Prospect Sources



**Now that your business has started, you will need other sources of prospects you can sell to.**

**Here are some suggestions. Contact:**

1. **People You Pay Regularly.** Grocer, cashiers of the electric, gas company, or hairdresser.
2. **People You Pay Occasionally.** Druggist, jeweler, painter, decorator, clothing store owner, furniture dealer, etc.
3. **Professional People.** Lawyer, banker, etc.
4. **Organizations You Belong To.** Church, clubs, etc.
5. **Social Acquaintances.** Neighbors or family members of friends.
6. **School Contacts.** The people with whom you went to school, including night schools, trade schools, or professional schools, or your children's teachers.
7. **Co-workers at Previous Jobs.**
8. **Relatives.** Yours or your husband's.
9. **Your Husband's Organizations.** Don't pre-judge their need or value. Call each one and see what happens.
10. **Recreation Contacts.** Golf or tennis partners, etc.
11. **Newcomers to Town.** When you approach them, offer to help them get situated in their new community.
12. **Newlyweds.** Most newspaper wedding announcements will give the couple's address, where they work, etc.
13. **Referrals.** Call 25 friends, customers and associates and ask each one of the names of at least two people you can talk to. Use their name when you contact these referrals.
14. **New Business Owners.** Search through recent newspapers legal notices for the names of new businesses.
15. **Promotions and Transfers.** Newspaper articles of women receiving promotions or transferring to offices in your area. Call to congratulate them and to introduce yourself.
16. **Night Shift Workers.** They rarely get contacted because they're sleeping during the day! Schedule shows for those people who work at night for a time that's convenient for them; perhaps a mid afternoon show. Guests might include nurses, waitresses, or factory workers, etc.
17. **Local Organizations.** Obtain a list of area clubs and organizations from your Chamber of Commerce, and offer to teach a "make-up" party and demonstrate the latest glamour techniques.
18. **Business Cards.** Go through the collection of business cards you've been gathering from sales people and other business people you talk to.
19. **New Homeowners.** When a woman moves into a new home, she is eager for her friends to see it. What a perfect opportunity for a woman to show her new home by inviting her friends over for a skin care party.
20. **Clerks, Secretaries.** Spend today calling on women working in stores and offices. Offer to give them a complimentary facial in the evening so that it doesn't conflict with their work schedule.

# How to Develop Your I-Story

You have chosen to embark on a wonderful career! And your story is worth sharing with your customers so they will know why you are doing what you are doing. The purpose of the I-Story is to share **YOUR** reasons for becoming a Consultant so others can see that it is something they can do too.

Memorize this format for now and as you become more comfortable as a Consultant, you will eventually come up with a story that you'll be able to say with no effort. Here's a sample that you can use as your own.

You're probably wondering how I began my career with Mary Kay®.

I've been in this business . . . (**Based upon how long you have been a Consultant, put a time milestone in your statement, like "I've been in this business for almost a month, or just shy of 6 months", etc.)**)

I am or was (**use your reason -- example: a school teacher and decided to have some extra income; at home with my children and wanted a breather, etc.**)

I love the fact that I can work part-time for full-time pay. I love the flexible hours and all the new friends that I can meet—either as my customers or other Consultants. It's such a fun way to make money and help others feel good about themselves. I'm looking forward to moving into middle management. You don't have to wait for someone to say it's time for you to move up—you can promote yourself. I'm looking forward to earning a beautiful new car and they even help pay the insurance. I'm looking forward to becoming a Director—that's the management level where you can earn the pink cars, diamonds, trips, etc.

I don't know whether you have ever considered something like this. If you have we can talk at the individual consultation. If not, you can be my talent scout. I give \$40 in free product when you recommend somebody to me and they are accepted by the Company. Mary Kay Ash says that at every skin care party there are 1 or 2 people who would be good doing what I do. I already have a couple of you in mind and we can talk at the individual consultation.

Use your I-Story at a facial too—(eliminating the last sentence). **DO IT—IT WORKS!**

## **For your I-Story, make sure to incorporate these facts somewhere in your statement:**

- How long you have been a Consultant.
- Your current occupation (yes, being an at-home Mom is an occupation)!
- Why you became a Consultant.
- What you want to get out of the Mary Kay® career (new car, extra income, develop leadership skills, etc.).
- What career level you want to reach (Sr. Consultant, Star Team Builder, Team Leader, Sales Director, National Sales Director).
- Email a copy of your I-story to **youremail@email.com**. I'm excited to see how you're coming along with it!



# Booking Your First Parties

Select **8 time periods** during the next two weeks when it would be possible for you to hold a party. Highlight those dates in your datebook so you are organized when you sit down to make your calls.

Your **goal** is to schedule **8 parties** so you can practice your presentation and begin to build your portfolio. Because women are so busy, it is important to get **8 solid appointments** at the beginning, so even if 2 or 3 postpone, you will still get a good start. From these first 8 parties, you will book more parties.

**DON'T SETTLE FOR FEWER THAN 8 TO START.  
KEEP CALLING UNTIL YOU HAVE 8.**

1. Use the **First Customer** list you created of the people you ask to have a facial.
2. Set aside 2 hours to sit down and call the list.
3. Remember not to schedule a party on your meeting night, unless you are bringing them there!
4. Always speak in a quick, clear and enthusiastic manner. Remember, you are offering them something valuable: a **COMPLIMENTARY** facial! Call **555-555-5555** or email **youremail@email.com** and let me know your progress!



Hi, \_\_\_\_\_! This is \_\_\_\_\_. I'm so excited about my new business with Mary Kay and I'm calling for your encouragement, **not discouragement**. I'm calling to borrow your face. I must do 15 practice faces in my first two weeks. Can I count on you?

When we get together for your appointment, is there any reason why you couldn't share it with 3 or 4 of your friends? Maybe your mother, your sister, your aunt, etc.? I'd like to offer you a special gift for your efforts. It's my way of saying thank you for sharing Mary Kay® products with your friends. Everyone will receive a complimentary facial, but you will get special attention for being so dependable.

- Practice this script until you feel comfortable with it. As long as you have the basic message, you can add your own personality based on each person.
- Also practice overcoming objections, because some may not respond positively right away. Ask me for great scripts you can use.
- Also when you call, be dressed up, have your make-up on, your hair groomed, and call in front of a mirror with a big smile.

When your prospective hostess gives you a positive response, that is the time to set the date. She might say she'd like to check with her friends for interest or the best time and call you back. You can say:

I knew I could count on you! And I know how full your schedule is! Let's do this. Grab your calendar and let's choose a tentative date that works for you and me. Then see if it also works for your friends. That way, you'll only need to call me back if we must change the date.

- What's best for you, day or evening?
- Do you prefer the week of the [fill in the week] or the week of the [fill in the week]?
- OK, during that week I have [fill in the day] or [fill in the day], which would you prefer?

**Let me know when you have your 8 parties booked! I'm excited and can't wait to hear from you!**

Print and send the post card on the next page to your hostess immediately after you book the skin care party. Then follow up with some coaching.

# Booking Your First Parties

To help you with your debut, Mary Kay is providing Party Tools to simplify your planning and help you through the process of booking and holding a party! Party Tools can be found on MKIntouch.

**From the main page, select**  
**Business Tools**  
**Party Tools**

**From the left menu, choose the information for**

- Placemats
- Checklist
- Party Tips
- Other Tools



**Other things you'll need to book and host your party!**

**From the main page, select**  
**Education, Party Central,**  
**(choose from these sections):**

### Booking the Party

Every hostess needs to know what it is she needs to do to have a successful party.



Using the information found in the Booking the Party section, you can PRINT documents, view VIDEOS and also book your party ONLINE.

### Before the Party

Send post cards to remind guests and other documents to prepare you and your guests for a great party.



### During the Party

Using your flip chart, Beauty Books, and profile cards, you can be sure of a great and profitable party!



# The Hostess Packet

Every hostess needs a packet of information to know what she needs to do for a successful party. The hostess packet should be in an envelope, folder, etc. so you look organized! Pre-make these packets in sets of 10 so you are always ready to book.

Give the packet to the hostess as soon as possible so she can get started!

## Include this in the packet:

- Hostess Brochure
- 2 Look Books (remember to attach your address sticker!)
- 3 Sales Slips
- Recruiting Brochure (you can order a variety from the company)



## 6 Opportunities to Coach

Because your hostess and her guests are your best prospects for building a team, you need to take every advantage before the party to coach your hostess. These coaching opportunities can eliminate cancelled parties and help to keep your hostess and guests enthusiastic about attending.

### Opportunity 1 - Confirmation Postcard

- This should be sent out the day after you have booked the party. It is a confirmation of her party date, time and the date when you'll be calling her to get the guest list.

### Opportunity 2 - In the Hostess Packet

- Because the hostess packet has the sheet for "Here's How Simple It Is To Have a Great Party", the hostess has an opportunity to see in print what she needs to do to have a successful party.

### Opportunity 3 - Reminder Postcard

- This should be sent a few days before the party. It is a reminder of her party date and time.

### Opportunity 4 - On the Phone

- When you call to get her guest list and to remind her to get outside orders. This phone call should be done within 2 days after booking the party.

### Opportunity 5 - Before the Party

- When you arrive at her house, you can get her **Wish List** of the hostess gift she'd like to earn.

### Opportunity 6 - At the Party

- Your goal is to excite and enthuse your hostess. Keep it simple . . . don't overwhelm her! Remember that a party is fun **AND** simple. Don't make it look hard and complicated!

On the next page you will find the **Confirmation** and **Reminder** postcards. Print and mail these (or others you like) at the appropriate intervals listed above. Or if you are using the online party planner, remember to send email notices

In addition, there's a half sheet to print and include in the Hostess Packet. It would be nice to print this sheet in a bright color (like pink or yellow)!

## Just a Quick Note To Confirm Your Skin Care Party!



Dear: \_\_\_\_\_

I'm so excited about your party on \_\_\_\_\_ at \_\_\_\_\_!  
I know you are going to be a great hostess! I'll be calling you to  
get your guest list on \_\_\_\_\_ at \_\_\_\_\_. Don't forget to  
get outside orders because they will count towards your total  
sales.

Talk to you soon,



Dear: \_\_\_\_\_

Just a reminder that I will be at your house on \_\_\_\_\_  
around \_\_\_\_\_ to set up for your party.

I'm looking forward to helping you have a successful event for  
you and your guests!

See you there,

## Here's How Simple It Is To Have a Great Party!

Invite 8-10 women—adult, non-Mary Kay® users who, like you, value their appearance and looking good. When you call to invite them, this is what to say:

*I am excited to call you because I am having a skin care and basic glamour workshop on \_\_\_\_\_ (date) at \_\_\_\_\_ (time). You're going to get a free facial. We're going to pamper ourselves and learn the latest in skin care and make-up artistry — and of course have a lot of fun, but it is by reservation only. I can only have 5 friends, so if you can't come, I need to know now so that I can invite someone else in your place.*

**That's all you need to do. Remember, invite 8-10 people to ensure at least 5 guests!**

**Here's what you need to remember:**

1. I'll be calling you a few days before the party to get guest names and numbers so I can call each one to find out their skin type.

2. I will be there **20 or 30** minutes early to set up for the party.
3. Keep the refreshments simple. (Chips are fine which you can serve after the conclusion of the party).
4. Hand out Look Books to get orders from friends, relatives and co-workers who cannot attend the party. (This will count toward your hostess credit).
5. Think of at least 2 women who would make a great hostess (whether attending the party or not). You will receive additional hostess credit if she books her own party.
6. Be thinking of women who might need more \$\$\$ and would be good teaching skin care. If they are accepted by our Company, I will reward you with \$40 free Mary Kay® products for the referral.

**Thanks for treating your friends to this great makeover!!!**

# Get Your Hostess Excited

Your hostess will have a great party when she is excited about all she can earn (see next page for information on the Hostess Gift Program). Remember, everyone always wants to know: “What’s in it for me?” Get your hostess involved. The first step is to deliver the hostess packet.



1. **Call the hostess** and ask to stop by for a few minutes to give her things she needs for the party (or if you book her the night of the party, give it to her then). If you are delivering the packet, don’t stay too long! Quickly explain the content to her, stressing hostess points and outside orders.
2. Take out the item “**Here’s How Simple It Is To Have a Great Party!**” insert, and . . .
  - Have her write in the date and time that onto her own calendar.
  - Have her circle the numbers 8-10. This is for her to remember to invite 8 to 10 people.
  - Have her circle the words “**reservation only**”. Then tell her to be sure to read the script and say it just like it is.
3. **Pep Her UP!** Get her excited about inviting her friends over and about earning hostess points. Be sure and point out that bookings from her party will boost her hostess points tremendously.
4. **Stress Commitment.** Let her know this is a business with you and that you won’t let her down so she shouldn’t let you down. Remember, you are the “coach”. It’s your ballgame.
5. **Require a Guest List.** Tell her you will be calling her guests about 3 days before the party to get their profile and will send a confirmation to each guest. Mention that you will be calling her in 2 days to get the guest list.
6. **Encourage Outside Orders.** Give her some pink tickets and tell her you will draw a name from those orders for a prize. Be sure to stress that outside orders give her additional hostess points.
7. Find out what she wants as her **hostess gift**. This will give her a goal. Tell her you will do

For some people, this is a hobby, but for me this is a career, and I’ll be there rain or shine. If there is an emergency, I’ll have someone as good as, or better than, I am here to take my place. Can I count on you to do the same? You see, if you should call and say your party is postponed, for me it is like losing a half day’s work! So, do we have a deal?! (Handshake)

## **A few days before the party, call the hostess to follow-up and coach again!**

1. Explain hostess points once more and find out/confirm what she would like to earn. Please remember to help your hostess get what she wants because in doing so, you will get what you want!
2. Tell her that you will be calling her guests to pre-profile them, but wanted to know who she feels would schedule a party in order for her to receive additional points. Say . . .

\_\_\_\_\_, you know which of your friends would be willing to have a party much more so than I ever would; why not work this out with your friends before we begin the party so that we can ensure your additional points.

3. Check on outside orders. Remind her that they will be to her advantage.
4. Be excited. Let her know you can’t wait to help her earn what she wants.

# Final Party Preparations

## In preparation to have your first party, so far you have accomplished these tasks

- Provided the hostess with the hostess packet
- Given the hostess an opportunity to fill out areas on the **Here's How Simple It Is To Have a Great Party** packet insert (this will help her to be involved and enthusiastic)
- Mailed to the hostess the **Confirmation** postcard the day after you booked the party
- Addressed and made ready the **Reminder** postcard to be mailed a few days before the party
- Made a follow-up call to the hostess to coach again and to get her guest list

**Now it is time to make the phone call to each guest. This step is VITAL, because it . . .**

- **Ensures that the party will hold.** By talking with the guest in advance, she knows you are expecting her to be there unless there is an emergency. Also, since the hostess knows you have talked to her guests, she probably will not postpone or cancel unless there is an emergency.
- **Lets you know in advance** the skin profile of each guest so that you can bring the formulas and colors right for each one.
- **Allows you to set up** trays for each guest with their formulas. This saves lots of time if you are ready to begin when the guests arrive.
- **Gives you time to call** your recruiter or me for help or questions about the correct formula a guest should use.
- **Allows you to overcome any objection** a guest might have on the telephone — and not at the party.
- **Gives you an opportunity to learn** something about the guest in advance.
- **Lets her know that you are concerned** enough to call her prior to the party so that you can be better prepared to help her.

**CALLING THE GUESTS TO FILL OUT THE PROFILE CARD TAKES VERY LITTLE TIME AND ENSURES THAT YOU WILL HAVE A GREAT CLASS!!**

On the next page, you'll find a Pre-Profiling script to use when you call!

Use the space below to write any comments/notes you may have.

# Pre-Profiling script

A few days before the party (which is the same day you will call the hostess to follow-up), call each guest. **Have the profile card ready to fill out.**

Hi \_\_\_\_\_, this is \_\_\_\_\_. I'm the Beauty Consultant who will be conducting \_\_\_\_\_ (Hostess Name) skin care party next \_\_\_\_\_ (Date) at \_\_\_\_\_ (Time).

First I want to thank you for your interest in coming and if you have just a minute, I have a few questions to ask you about your skin type, so I can be better prepared to help you. Do you have a minute?

\_\_\_\_\_ have you ever had a Mary Kay® facial before? I need to find out your skin type.

1. Would you say your skin is dry, normal, oily or a combination?
2. How would you describe your skin tone: Ivory, Beige, Bronze or Ebony?
3. If you could change anything about your complexion, what would it be?
4. One more thing, what is your mailing address? I'd like to send you a confirmation note!

**Be sure to also cover the following key points with her in your own words:**

- The party will start on time and, if possible, could she be a little early.
- Reiterate the correct date and time.
- You will have a tray set up for her in advance with the formulas that are right for her skin type.
- She will give herself a facial under your direction and guidance so she will remember what she did and why.
- The party will last approximately 1 to 1-1/2 hours.
- You will have the products with you. She will not have to wait for delivery.
- The hostess has been limited to only inviting 5 guests so that you can give each one individual attention and that you know you can count on her (the guest) to be there. But if for any reason her schedule changes, would she please let the hostess know so she would have time to ask someone else to take her place.
- You are looking forward to meeting her. One of the things you've enjoyed most about your career is the opportunity to meet new people and make new friends.
- Tell her a little bit about what to expect.
  1. First, this will be unlike any in-home demonstration she has ever attended.
  2. It's not just another make-up party, but rather an educational program.
  3. Whether or not she ever decides to use the products (and she is certainly under no obligation to buy), hopefully, she will learn something about taking care of her particular skin type along with some make-up techniques she didn't know before she came.

*NOTE: When you arrive at the party, bring the profiles with you and have the guest complete the profile in its entirety.*

**The same day you call each guest, put a Confirmation post card to them in the mail!**

**On the next page, you will find the Confirmation post card to mail to the guest.**

## Just a Quick Note To confirm your attendance



Dear: \_\_\_\_\_  
I'm so excited about meeting you at the party on \_\_\_\_\_ at  
\_\_\_\_\_. I know you are going to enjoy the products and the  
time spent with your hostess and other guests learning skin  
care!  
If you find you cannot make it, please contact your hostess as  
soon as you can so she can invite someone else to attend!  
Talk to you soon,

## Just a Quick Note To confirm your attendance



Dear: \_\_\_\_\_  
I'm so excited about meeting you at the party on \_\_\_\_\_ at  
\_\_\_\_\_. I know you are going to enjoy the products and the  
time spent with your hostess and other guests learning skin  
care!  
If you find you cannot make it, please contact your hostess as  
soon as you can so she can invite someone else to attend!  
Talk to you soon,

### So far you have accomplished these tasks

- Phoned each guest to pre-profile them
- Mailed Confirmation post card to each guest

## Kitchen Coaching

It is the day of the party. This is your opportunity to **again coach your hostess** and lay the foundation for getting her interest in the opportunity.

1. Arrive approximately 30 minutes before the start of the party. This will give you time to go over last minute details with her and allow for set-up time.
2. Greet her with a smile and a compliment. Works every time!
3. Go over hostess points once more. You may prefer to have her items gift wrapped already if she has already expressed her preference. Let her know that you can't wait for her to get them. Check on outside orders. Make sure all the names, phone numbers and addresses are listed.
4. Personalize her facial. Let her select her glamour look from one of the Look Cards. She is the only person who will be doing glamour. This is a special treat for the hostess.
5. Take the opportunity for some subtle recruiting. Ask her to watch you tonight and see if she doesn't think she might like to do this too.
6. Set up quickly so that you are ready to greet guests when they arrive.

# The Golden Rule

It is **NOT** the Mary Kay® way to sell to or recruit other Consultants' customers. But occasionally you might find yourself interacting with someone else's customer. Here are some scenarios and how you might handle them:



**On the Face.** When scheduling your hostess for a party, you discover that she already has a Consultant.

**Suggestion:** In the true go-give spirit, let her know that you honor sister Consultant relationships with their customers. Tell her you would like to be her Consultant, but it wouldn't be fair to your sister Consultant. Ask what products she is interested in, and tell her you will call her Consultant to let her know. Then call the Consultant and share the lead.



**On the Go.** You stop by a customer's office to drop off product and a co-worker is excited by what she sees and wants to buy as well. You may not think to ask if she already has a Consultant.

**Suggestion:** In hurried situations like On the Go selling, if you forget to ask if a potential customer already has a Consultant, be sure to follow up with a phone call after you get home.



**Online.** You hand out a business card to a new acquaintance, and she orders from your personal web site. In a follow-up conversation, you discover that she already has a Consultant.

**Suggestion:** In the future, before handing out your business card, ask questions such as, "Do you use Mary Kay® products?" "Do you have a Consultant?"



**On With the Show.** You're conducting a color preview or other large gathering and discover that someone attending the event already has a Consultant.

**Suggestion:** Let the customer purchase what she needs, but **do not** put her on your PCP list or invite her to other functions. In true go-give spirit, you might call her Consultant and let her know what happened and what products the customer ordered.



**On Paper.** Your customer passes **The Look** or a sweepstakes flier on to a friend. The friend goes to your website and places an order. When you follow-up you discover she already has a Consultant.

**Suggestion:** Let her know that you appreciate the business, but in the future it would be best if she purchased from her original Consultant because all Consultants are independent business-people. In true go-give spirit, you could call her Consultant and let her know what happened.

In Mary Kay® you have to know what heart is. The heart is the pulsating center that supplies the life force. In our Company, this force is the go-give spirit. The willingness to help one another. We are not just selling cosmetics -- we are touching lives. I hope you will practice the **Golden Rule** and make the go-give spirit an important part of your businesses. The best formula for success I know is to subtract hate, divide by Kindness and multiply with love. -- *Mary Kay Ash*

# Sharing the Opportunity

Holding skin care parties and selling the TimeWise skin care set are the lifeline of your business! If you don't sell skin care sets, your reorder business will not grow. If you don't book, then you won't have parties or facials and your business will not grow. If you don't offer the opportunity to your customers, then your business will not grow. The focus of the party or facial is **BASIC SKIN CARE!**

To build a team, however, the focus shifts from selling to sharing. But successful recruiting all hinges on your ability to convince prospective team members that **THEY TOO** can make money doing what you do.

At the party, use these proven techniques for gaining interest in the opportunity:

## **4 POINT RECRUITING PLAN**

1. Ask the hostess . . .

Who's coming who might be good doing what I do—pause — Have you ever considered it? I think you'd be good at it." (This is done during Kitchen Coaching).

2. During the party, tell your **I-Story**

3. Offer an incentive to each guest for referring someone as a possible team member . . .

You may have considered doing this and we can talk at the individual consultation or you may know of someone who you think may be good at doing this, after training. You can be my talent scout because I do give \$40 in free product if they are accepted by the Company (meaning they become a Consultant). Mary Kay Ash always says there are 1 or 2 people at each party who would be great doing what I do after training. I already have a couple of you in mind and we can talk at the individual consultation.

4. Ask her if she would like to hear more about the opportunity and invite her to be your guest at an upcoming event.

- Have you ever considered doing something like this? **or**
- I can't believe you marked "no" on here — I think you'd be great! We have a couple of events coming up that I'd like you to be my guest, this Wednesday or next Monday, which would be better for you? Great, I'll pick you up at \_\_\_\_\_.

**You now have everything you need to conduct your first skin care party!**  
**There's just one more thing I need you to know . . .**

You will be

**AWESOME!**

**SUCCESS LOOKS GOOD ON YOU!**