

# *New Consultant Handbook*

*by Bea Millslagle*  
**National Sales Director**  
**July 2008**

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Vision Casting, Booking and Coaching

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Skin Care Class and Closing

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Office Organization, Money Management,  
and Taxes

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Team Building

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# TEACH

## PRODUCT

Skin Care Classes  
Facials  
Double Facials  
Trunk Shows  
On the Go Sales & Reorders

## MARKETING PLAN

Interviews  
Events  
Success meetings  
Literature  
CDs + DVDs

### FIRST GOAL

Perfect Start (5 skin care classes in 2 weeks)

### SECOND GOAL: P/S OVER

Perfect Skin Care Class:

- A. Sell sets
- B. Book 2 skin care classes
- C. Book 2 for interviews

This is the means to every end in Mary Kay!

You are 16 “perfect” skin care classes away from DIQ  
When you conduct 2 interviews per class = 32 interviews  
When 1 out of 4 people close = 8 new team members!  
Every 2 classes, there’s a Recruit!  
Must do “Perfect” Classes

### FIRST GOAL

6 Interviews or guests your first month

1 active team member = 4% commission

3 active team members = red jacket plus \$50  
team-building bonus on 4+

5 active team members = 9% or 13%

8 active team members = Future Independent Sales Director/DIQ

8 + you = 9 people

You now take 9 people and together grow to 30  
You need 21 new people. You and your need to hold 42 classes  
(average 5 per person).

Whatever your goal -- positive relationships, personal growth, recognition, time with family, job security, advancement opportunities, to be your own boss, make little or big money, or achieve the position of Independent Sales Director — the means to each is THE SKIN CARE CLASS!

<b>Consultant Check on</b>	<b>Director Check on</b>
<b>\$5000 Team Production</b>	<b>\$5000 Team Production</b>
\$5000 team production	\$5000 team production
<u>x 13%</u>	<u>x 26%</u>
650	1300
<u>+100</u> (2 new recruits)	+500 (Director Volume Bonus of 10%)
\$750	+300 Personal Recruiting Bonus (\$100 each)
	<u>+500</u> (Unit Team Building Bonus)
	\$2600

*Same work, same \$5000 team, lots more money!*

This material was provided by Independent National Sales Director Glinda Secreast. Her tips, suggestions and figures are based on her own experience. Naturally, the results achieved by you might be different from those discussed.

# Get off to a Powerful Start and Stay on the Datebook!

**1. Review Bea's "How to Be a Master Booker" CD and complete the blue worksheet. Return the worksheet to earn your awesome Platinum Money Bag.**

**2. Select your Perfect Start dates (5 classes in 2 weeks).**

**3. Review this sample script and common objections to booking. Use your contact list and start booking hostesses.**

"Hi, Nina! This is Gail. Do you have a minute?" (Let her respond.)

"Let me tell you why I'm calling. I'm starting my own business teaching skin care with Mary Kay Cosmetics, and as part of my training, I'll be conducting \_\_\_\_ skin care classes in the next two weeks. Nina, I really respect your opinion, and I could use your help."

"Is there any reason why you couldn't be one of my first hostesses? All you do is invite 4 or 5 friends over for a complimentary facial, and I'll do the rest. It'll be fun! I'll even have a special gift for you just for holding the class." (Let her respond.)

Which is best for you, Monday or Wednesday evening? (Let her respond.) "Is 7:00 or 7:30 better?" (Let her respond.) Who would you like to invite and I'll mail invitations. Is there any reason why I couldn't get the addresses and phone numbers now? (Can you email or fax me a list of 10- 15 names,

addresses and phone numbers? You'll get to select any item we carry at 50% off by submitting your guest list within 2 days.)

After your guest receives her invitation, I'll call to confirm and ask her some questions about her skin, so this will be easy for you.

Let me run through the questions with you real quickly...(read questions on Customer Profile Card.)

Continue with "I'll be mailing you some information and I'll be in touch on \_\_\_\_\_ to go over it.

## **4. Follow-up**

- Deliver or mail a Hostess Packet to every Hostess.
- Review the Packet with her on the phone and encourage her to send her Guest List. Excite her about her class!
- Mail invitations to her guests.
- Call and profile each guest. Excite them about coming!
- Call the Hostess back and excite her about every one who's coming, the fun you're going to have, and what she gets for free.

## **5. Keep booking until you have 8 Hostesses on the books before you hold your first class.**

Note: a sample Hostess Packet, invitations to guests, and guest list is available on my web site at [www.millslagle.com](http://www.millslagle.com)

# Objections to Booking Facial/Classes

I'm too busy to have a Class

- I admire busy people, since they always get the most done. We can have a short class. About 1 hour. It will be fun and a great way to get pampered. **What's better for you, \_\_\_ or \_\_\_ ?**
- I can certainly understand how you feel, since I am extremely busy, too. That's why I limit my classes to 1 hour each. Wouldn't it be worth 1 hour to learn how to save time applying Glamour and taking care of your skin? **What's better for you, \_\_\_ or \_\_\_ ?**
- I can relate, since I'm also very busy. That's why I always take time out of my busy schedule to pamper myself. Don't you deserve to pamper yourself with a luxurious facial? **What's better for you, \_\_\_ or \_\_\_ ?**

I don't know whom to invite/ I don't know anybody."

- I know sometimes it's hard to think of people, but please allow me to make a few suggestions. How about...2 friends you shop with...2 friends you have coffee with?...1 relative and 1 friend? .... 2 co-workers...2 neighbors? Have a friend bring a friend... **What's better for you, \_\_\_ or \_\_\_ ?**

I want to check with my friends first.

- That's a good idea, but don't you think their first question will be, when are you having your class? To save the time of calling everyone back, why not set a tentative date? Ask them if they can come on that date and if they can't we will select another date. **What's better for you, \_\_\_ or \_\_\_ ?**

My friends are all partied out.

- I know. Aren't we all tired of parties? But Mary Kay is different; it's more of a Spa Experience! **What's better for you, \_\_\_ or \_\_\_ ?**

My house is too small.

- There's no need to worry about the size of your home, since there will only be a few guests (as many as you like). We can sit around any table or in the living room. Doesn't that sound simple? **What's better for you, \_\_\_ or \_\_\_ ?**

I'm using another product line.

- That's great! This means you're even more qualified to give me your honest opinion of our skin care program since you're currently on a program yourself. **What's better for you, \_\_\_ or \_\_\_ ?**
- Great, no problem, I just need your opinion of the product. **What's better for you, \_\_\_ or \_\_\_ ?**

I don't wear make-up.

- Since you don't wear make-up, you're probably very concerned with the benefits of a good skin care program, aren't you? You would be a great person to give me your opinion of the Mary Kay skin care line. **What's better for you, \_\_\_ or \_\_\_ ?**
- That's OK. I just need your opinion of the product. **What's better for you, \_\_\_ or \_\_\_ ?**

I have sensitive skin.

- I'm glad you mentioned that. Isn't it reassuring to know that the Mary Kay products are specially formulated for sensitive skin? You'd be the perfect person to give me your opinion on our skin care program. **What's better for you, \_\_\_ or \_\_\_ ?**

# Mary Kay Cosmetics

## HOSTESS SPECIALS

Hostesses who hold a party totaling \$250 or more in retail sales qualify to purchase –



**Save  
75%**

TimeWise Microdermabrasion Set

**\$13.75**

retail value \$55

Fight fine lines, refine pores and achieve beautifully smooth skin immediately.

Or

Mineral Makeup Compact

**\$16.38**

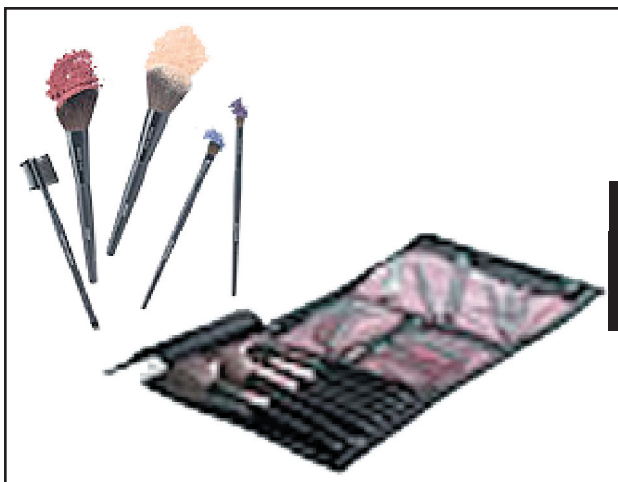
\$65.50 retail value

Customize the perfect eye color and cheek color palette. Includes 3 shadows, blush, lipstick or gloss, and applicators

**Save  
75%**



Or



**Save  
75%**

Brush Collection

+ Cosmetic Organizer

**\$12**

\$48 retail value

Includes 5 professional quality brushes and holds Mary Kay Compact, lip gloss, mascara and more.

**Ask me about my booking bonus!**

Your pampering session is scheduled for Date: \_\_\_\_\_ Time: \_\_\_\_\_



## Hostess Rewards

My goal is to pamper you and your friends while helping you earn as many free Mary Kay® products as you desire. Here's how you can receive your FREE hostess rewards:

- Earn 10% of your total sales in free Mary Kay® products by sharing your pampering session with friends.
- Earn 15% of your total sales in free Mary Kay® products when one guest schedules her own pampering session.
- Earn 20% of your total sales in free Mary Kay® products when two guests schedule their own pampering sessions.

What Mary Kay products would you like to earn?

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One way to increase your total sales is to obtain hostess orders from those who are unable to attend your pampering session. Why not share the enclosed copy of The Look with your friends, co-workers and family? I've included some sales tickets to help you track your sales.

### Guest List

I will call you for the names and addresses of your guests, or you can send them to me on the attached form. I'll be mailing them invitations to excite them about coming. Once confirmed, I will be calling them for information about their skin type and color preferences.

NAME	PHONE	CONFIRMED
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		
6. _____		
7. _____		
8. _____		

Who can't come but might hostess a future pampering session?

NAME	PHONE
1. _____	
2. _____	
3. _____	

### Tips for Success:

Here are some tips that may help you enjoy your pampering session and increase the amount of free products you could earn:

- To ensure that four or five guests attend, confirm with at least six to eight people, so you'll be prepared for any last minute cancellations.
- I'll be mailing invitations but following up with a personal invitation is also important.
- Let them know that products will be available to take home after the pampering session. I accept cash, checks, Visa®, MasterCard® and Discover®.
- Call your guests the day before to remind them of the time and place.
- Encourage your friends to schedule their own pampering sessions.
- If you'd like to offer light refreshments, please serve them after we're finished.
- Relax, have fun, and pamper yourself!

### *Suggested Script for Inviting Your Guests*

I'm so excited. I've just scheduled a pampering session with my Mary Kay Independent Beauty Consultant on (date) at (time). She asked me to invite a few of my favorite people, and I immediately thought of you because (you're so much fun, you like to experiment with cosmetics, etc.). We're going to have a great time, and I'd love for you to come. It's by invitation only. I can only have five guests, so I'll need a definite "yes" or "no." Can I save you a spot? We'll start with a special pampering session for your hands, so be sure to be on time. My Independent Beauty Consultant will be calling you to get information about your skin type and color preferences, if that's all right with you.



Hostess \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Class Date \_\_\_\_\_  
Goal \_\_\_\_\_

Return within 2 days and win any 1 item half off!

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Name: \_\_\_\_\_  
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Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

*You're invited....*

## Ladies Night Out

'Pamper Party'

Please join \_\_\_\_\_

for an hour of pampering and fun on

date: \_\_\_\_\_

time: \_\_\_\_\_

location: \_\_\_\_\_

See what's new from 'Head to Toe' at this  
awesome 'Private Spa' Mary Kay event!

### **3 ways to receive free gifts:**

- Bring a friend with you
- Call to RSVP within 48 hours of today
- Arrive at \_\_\_\_\_ sharp

Door Prizes, Pampering Hand Treatment,  
Facials, Glamour Tips, Refreshments!

RSVP

\_\_\_\_\_

Please come! I know \_\_\_\_\_ would  
love to see you join in the fun!

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Vision Casting, Booking and Coaching

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**Skin Care Class and Closing**

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Office Organization, Money Management,  
and Taxes

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Team Building

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# *Skin Care Class Outline*

## Before the Class

1. Mail invitations
2. Profile all guests

## At the Class

### Kitchen Coaching

1. Confirm # coming
2. Future Bookings
3. Future Recruits — watch me tonight to see if it looks like fun.
4. Hold refreshments

### Satin Hands

Open — Welcome and Introduce yourself

Thank Hostess — give gift and explain Hostess Credit

Overview: 3 parts: skin care, basic color, private consultation on sofa

Introduction and share what they want to learn today

2 - 2 - 2 Plan

Refer to the Flip Chart

### Table Close

Complement Time (Emphasize how great their skin looks and feels)

Read the Mary Kay Opinion Poll sheet to the guests at the table and have them complete each question

5 Ways to Pay

Everything with Me Tonight

Do Door Prize Drawing from Mary Kay Opinion Poll. You may want to offer a small gift for 5 or 10 referrals with phone numbers

Individual Close and remember the "Perfect Class." Sell sets. 2 new bookings. 2 interviews booked and invite guests to your meeting

Do group marketing plan if time permits.

\*Mention Follow-up Facial at least 7 times during your presentation.

## *Profiling Guests on the Phone*

### **Sample Script**

Hello, is \_\_\_\_\_ available?

Hi \_\_\_\_\_. This is \_\_\_\_\_, beauty consultant with Mary Kay Cosmetics. I'll be conducting \_\_\_\_\_'s Pamper Party on \_\_\_\_\_. Do you remember getting the invitation? Great! Do you have a quick minute to answer some questions about your skin?

*(Ask questions on 'Customer Profile' and record her answers. Have her complete the personal data at the appointment.)*

*End with,*

\_\_\_\_\_, I can't wait to meet you, I know you'll have a lot of fun!

I will have products with me for on-the-spot delivery so there's no waiting. We'll start right at \_\_\_\_\_ o'clock. I have a special treat for everyone who's 5 minutes early!

Thanks for everything. See you soon! Bye.

*If you have room for more people, ask her to bring a friend to the appointment with her.*

# OPINION POLL

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

1. Did you have fun today?  Yes  No
2. You've now had the opportunity to try Mary Kay's Skin Care. Is there a noticeable difference in how your skin looks and feels?  
 Yes  No
3. Would you recommend a MK facial to your friends?  
 Yes  No
4. If money were no object, which set excites you more?  
 Queen of Everything  
 Princess of Quite a Lot  
 The Ultimate Miracle Set  
 Miracle Set  
 TimeWise Basic
5. At your checkup facial, which would you prefer?  
 Dash Out the Door (3-6 people)  
 Brush Clinic + Glamour Makeovers (3-6 people)  
 Perfect 10 Anti-aging Skin Care (3-6 people)  
 Girls Night Out Product Preview (8-20 people)  
 Velocity Class for Teens & Moms (4-8 people)  
 Queen of Everything (3-6 people)
6. Mary Kay Cosmetics offers women lots of choices. Would you be interested in earning extra cash, having a flexible work schedule, working from home or changing careers?  
 Yes  Maybe
7. The highest compliment you can give me is to refer me to your family and friends. Who do you know who would enjoy being pampered for an hour with a FREE Facial?

Name:

E-mail or Phone:

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| 7  | _____ | _____ |
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| 9  | _____ | _____ |
| 10 | _____ | _____ |

**"THE QUEEN OF EVERYTHING".....\$324**  
or 2 payments of \$162 plus tax

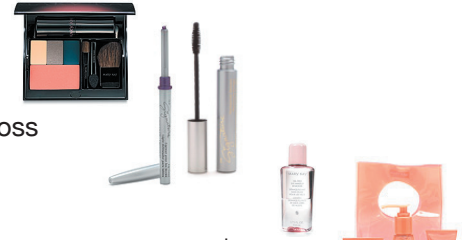
**Ultimate Miracle Set....\$189**

- TimeWise with Foundation
- Day/Night Solution
- Microdermabrasion Set
- Firming Eye Cream



**Color Set....\$91**

- Custom Compact:  
3 eye colors, cheek  
color, lipstick or gloss
- Eye Liner
- Ultimate Mascara



**Oil Free Eye Makeup Remover....\$14**

**Satin Hands....\$30**

**Free Roll Up + 3 Side Orders**



**PRINCESS OF QUITE-A-LOT.....\$280**

or 2 payments of \$140 plus tax

- TimeWise with Foundation
- Day/Night Solution
- Microdermabrasion Set
- Firming Eye Cream



**Color Set....\$91**

- Custom Compact:  
3 eye colors, cheek  
color, lipstick or gloss
- Eye Liner
- Ultimate Mascara



**Free Roll Up + 2 Side Orders**



**ULTIMATE MIRACLE SET.....\$189**

or 2 payments of \$94.50 plus tax

- TimeWise with Foundation
- Day/Night Solution
- Microdermabrasion Set
- Firming Eye Cream



**Free 1 Side Order**

## SIDE ORDERS

Mineral Powder	\$18.00
Powder Brush	\$10.00
Lipstick or Gloss	\$13.00
Eye Makeup Remover	\$14.00
Eye Primer	\$12.00
Satin Lips	\$18.00
Facial Cloths	\$15.00
Lip or Eye Pencil	\$10.00
Concealer	\$9.50

*All Major Credit/Debit Cards Accepted*

# OPINION POLL

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

1. Did you have fun today?  Yes  No
2. You've now had the opportunity to try Mary Kay's Skin Care. Is there a noticeable difference in how your skin looks and feels?  
 Yes  No
3. Would you recommend a MK facial to your friends?  
 Yes  No
4. If money were no object, which set excites you more?  
 Perfect 10 Rollup, \$199  
 Products 1-8, \$189  
 Products 1-7, \$159
5. At your checkup facial, which would you prefer?  
 Dash Out the Door (3-6 people)  
 Brush Clinic + Glamour Makeovers (3-6 people)  
 Perfect 10 Anti-aging Skin Care (3-6 people)  
 Girls Night Out Product Preview (8-20 people)  
 Velocity Class for Teens & Moms (4-8 people)  
 Queen of Everything (3-6 people)
6. Mary Kay Cosmetics offers women lots of choices. Would you be interested in earning extra cash, having a flexible work schedule, working from home or changing careers?  
 Yes  Maybe
7. The highest compliment you can give me is to refer me to your family and friends. Who do you know who would enjoy being pampered for an hour with a FREE Facial?

Name:

E-mail or Phone:

- |    |       |       |
|----|-------|-------|
| 1  | _____ | _____ |
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| 9  | _____ | _____ |
| 10 | _____ | _____ |

# "PERFECT 10"

## ANTI-AGING COLLECTION



Receive the FREE Roll Up Bag when you purchase the "Perfect 10"

1. TimeWise 3-in-1 Cleanser or Cleansing Bar
2. TimeWise Moisturizer
3. TimeWise Day Solution
4. TimeWise Night Solution
5. TimeWise Foundation
6. Microdermabrasion Step 1
7. Microdermabrasion Step 2
8. TimeWise Firming Eye Cream
9. Satin Lips Mask
10. Satin Lips Balm



The "Perfect 10" Roll Up  
(including bag)  
\$247 value

Yours today for only \$199  
2 payments of \$99.50 plus tax

*All Major Credit/Debit Cards Accepted*

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

1. Did you have fun today?  Yes  No
2. You've now had the opportunity to try Mary Kay's Skin Care. Is there a noticeable difference in how your skin looks and feels?  
 Yes  No
3. Would you recommend a MK facial to your friends?  
 Yes  No
4. If money were no object, which set excites you more?  
 Dash Out The Door + Side Orders  
 Dash Out The Door Special
5. At your checkup facial, which would you prefer?  
 Dash Out the Door (3-6 people)  
 Brush Clinic + Glamour Makeovers (3-6 people)  
 Perfect 10 Anti-aging Skin Care (3-6 people)  
 Girls Night Out Product Preview (8-20 people)  
 Velocity Class for Teens & Moms (4-8 people)  
 Queen of Everything (3-6 people)
6. Mary Kay Cosmetics offers women lots of choices. Would you be interested in earning extra cash, having a flexible work schedule, working from home or changing careers?  
 Yes  Maybe
7. The highest compliment you can give me is to refer me to your family and friends. Who do you know who would enjoy being pampered for an hour with a FREE Facial?

Name:

E-mail or Phone:

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- TimeWise 3-in-1 Cleanser or Bar
- TimeWise Moisturizer
- Mineral Powder Foundation with Brush
- Vanilla Eyesicle
- Island Bronze Eyesicle
- Nouri-Shine Lip Gloss
- Ultimate Mascara



## Dash Out The Door Special

Retail Value \$116

Today \$99

2 payments of \$49.50 plus tax

Teen Set includes Velocity Cleanser & Moisturizer and Satin Lips Set  
Retail Value \$116, Today \$99



### Side Orders

Concealer	9.50
Eye Pencil or Lip Pencil	10.00
Eye Make Up Remover	14.00
Eye Primer	12.00
Eye Cream	30.00
Microdermabrasion	55.00
Satin Lips	18.00
Day/Night Solution	50.00
Acne Gel	7.00
Bronzer	from 12.00 - 34.00

All Major Credit/Debit Cards Accepted

## 8-Point Individual Close

1. Didn't you have fun tonight? (Nod and smile.)
2. Don't you just love the way your skin feels? (Nod and smile.)
3. You know your situation better than I do — would you rather splurge and pamper yourself with the \_\_\_\_\_ or settle for \_\_\_\_\_ ? Whatever you decide is fine with me.
4. Will that be cash, check or charge?
5. I will need to see you again in 7 to 10 days for your Progress Check Facial and Custom Makeover. What's better for you, \_\_\_\_\_ or \_\_\_\_\_ ? (Set the appointment. Select her look.)
6. Is there any reason why you couldn't share your follow-up appointment with a few friends and receive FREE product for sharing? (Give her the Hostess Packet. Coach her on her guest list and set a time when she'll be giving you everyone's name and phone number.)
7. What would you most like to get for your Hostess Credit?
8. Pay her an honest complement and say  
“Tell me, \_\_\_\_\_ , is Mary Kay something you might consider for yourself on a part-time basis? It may or may not be for you, but I'd love to tell you about it or have you join me for Career Night on Tuesday. What's better for you an appointment or Tuesday night?”

# *Memorize to Enhance Your Booking and Recruiting Results*

## **Correct Booking Approach**

“At every class I always select a couple of people who I would like most to have as my future hostesses -- and today I have selected you! Tell me, when we get together for your second facial, is there any reason why you couldn't share your checkup facial with a few friends?”

## **Tentative Date Booking:**

“Well, I know when you do have your class, you'd like your hostess to receive credit for it wouldn't you? (Nodding your head 'Yes') Then suppose we do it this way. We can set a tentative date now, with the understanding that if the time comes and it's inconvenient, you can call me and we'll change the date. That way (your hostess' name) will receive credit for you having booked her for the class, OK? Let's take a look at the calendar and find something you think will work. Which part of the week is best for you, the first part or the latter part? Which day? Would you prefer morning or afternoon?”

## **Four Point Recruiting Plan**

Mary Kay personally developed the four-point recruiting plan when she began holding skin care classes. By following these four easy steps, you can leave each class with personal prospective team members and referrals. In addition to the hostess and guests at your classes, you'll want to consider friends, relatives, co-workers and referrals as good sources for potential team members.

1. **Ask who might be interested.** Before every skin care class and collection preview, ask the hostess, ‘Who is coming today who might be interested in doing what I do? How about you?’
2. **Tell your I-story.** Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.
3. **Select at least one person at every skin care class and collection preview and offer them the Mary Kay opportunity.** You may want to plant seeds by sending guests home with a Something More audiotape, then meeting with them to tell them more about the Mary Kay opportunity.
4. **Offer the hostess a special gift** for any person she suggests who becomes a Beauty Consultant.

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Vision Casting, Booking and Coaching

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Skin Care Class and Closing

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**Office Organization, Money Management,  
and Taxes**

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Team Building

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## SKIN CARE CLASS FOLLOW-UP

1. Mail/Deliver any products you did not have to deliver on-the-spot at the class.
2. Record sales on your Accomplishment Sheets. Staple 'pink tickets' to your sheet.
3. Call in all credit card charges or process on-line.
4. Keep track of all accounts receivable.
5. Write a thank-you note to your hostess.
6. Write a thank-you note to each customer thanking her for her purchase.
7. Write a Reminder Postcard" to each customer who booked a class—mail the day after you mail the thank-you note—or send a coaching packet if she did not get one at the class.
8. Add the white copy of each Profile Card to your Birthday File, or track information on marykayintouch.com's "my customer" section.
9. Staple the 'Bank Copy' of the sales ticket to customer's Profile Card and file alphabetically.
10. Add all new customers to your Preferred Customer list.
11. Tally all items sold on a current Order Form (hard copy or online) in preparation for your next order.
12. Re-stock your car with the items sold.
13. Clean mirrors and repack for your next appointment.
14. Separate your money 60:40 if at a profit inventory.
15. Follow-up with key recruiting prospects by booking an interview or inviting them as guests if you didn't already.

## Complete Every Sunday/Monday

1. 60:40 all cash on hand and prepare deposits.
2. Complete your Accomplishment Sheet.
3. Copy your Accomplishment Sheet to bring to Tuesday Night's Meeting.
4. Confirm your guests for Tuesday night and coach hostesses for the week. Profile all guests for this week's classes.
5. Plan your next week.

## Preferred Customer Program

You can register your customers online at [marykayintouch.com](http://marykayintouch.com). Add new customers continually, so you'll be prepared for each PCP deadline.



WEEKLY ACCOMPLISHMENT SHEET (CONT.)

Dear Sales Director:

**I would like more information about the following areas:**

Booking	_____	Closing My Classes	_____
Coaching	_____	Customer Service	_____
Sharing The Opportunity	_____	Business Management	_____
Telephone Sales	_____	Obtaining Reorders	_____
Skin Care Classes/Facials	_____	On The Go Appointments	_____
Online/Personal Web Site Orders	_____	Shows (Trunk Shows, Collection Previews, etc.)	_____
Brochure/Pref. Customer Program/Misc. Sales/Reorders	_____	Other (_____)	_____

**Next Week's Goals**

Amount of Sales \$ \_\_\_\_\_

Number of Skin Care Classes/Facials \_\_\_\_\_

Number of On The Go Appointments \_\_\_\_\_

Number of On With The Shows \_\_\_\_\_

Number of Interviews \_\_\_\_\_

Number of Customer Calls \_\_\_\_\_

**This Week's Hourly Earnings**

Your Estimated Weekly Gross Profit \$ \_\_\_\_\_

+ Hours Worked \_\_\_\_\_

= **Total Earned Per Hour** \$ \_\_\_\_\_

<b>New or Prospective Team Members</b>					
INTER-VIEWED (✓)	RECRUITED (✓)	NAME	COMPLETE ADDRESS	TELEPHONE	E-MAIL ADDRESS

Dear

*Thank you for your recent purchase of Mary Kay Products. It was a pleasure getting to know you, and I look forward to serving you in the future.*

*Please know that your satisfaction with your Mary Kay products is very important to me. If you have any question at any time, please do not hesitate to call me.*

*Thanks again! Have a great day!*

*Sincerely,*

Dear

*Thank you for your recent purchase of Mary Kay Products. It was a pleasure getting to know you, and I look forward to serving you in the future.*

*Please know that your satisfaction with your Mary Kay products is very important to me. If you have any question at any time, please do not hesitate to call me.*

*Thanks again! Have a great day!*

*Sincerely,*



Dear

*Just a short note to wish you a very HAPPY BIRTHDAY, with many more to follow. As my special present to you, I want to offer you a \_\_\_ discount on any purchase you would like to make.*

*Please call me so that I can help to make your special day an even more memorable one!*

*Sincerely,*



Dear

*Just a short note to wish you a very HAPPY BIRTHDAY, with many more to follow. As my special present to you, I want to offer you a \_\_\_ discount on any purchase you would like to make.*

*Please call me so that I can help to make your special day an even more memorable one!*

*Sincerely,*



# Mary Kay Income and Expense Worksheet

**INCOME**

\_\_\_\_\_ Total Sales All income from Classes, facials, reorders, etc.....use your sales slips total including tax.....We want to know how much money you actually received  
 \_\_\_\_\_ Other Income.....1099-misc from Mary Kay Commissions, promotions \_\_\_\_\_  
 \_\_\_\_\_ Prizes, Awards & Car Program \_\_\_\_\_

**INVENTORY**

\_\_\_\_\_ Beginning Inventory from last years Schedule C, use "ending inventory" on page 2  
 \_\_\_\_\_ Ending Inventory Count All Section 1 merchandise remaining as of December 31  
 \_\_\_\_\_ Expired Product past expiration date, damaged, or no longer sellable

**PURCHASES**

\_\_\_\_\_ All Section 1 merchandise purchased from Mary Kay  
 \_\_\_\_\_ All Section 2 merchandise purchased from Mary Kay  
 \_\_\_\_\_ Supplies you purchased to resell as part of your product (cups, baskets, towels ,etc.)  
 \_\_\_\_\_ PERSONAL USE wholesale value of product you used for yourself  
 \_\_\_\_\_ Demonstration Product..wholesale value of product you used as samples & demos  
 \_\_\_\_\_ Hostess Gifts wholesale value of product (limited to \$25 per client per year)

**DIRECT EXP.**

\_\_\_\_\_ Advertising.....preferred customer program, booths, newspaper ads  
 \_\_\_\_\_ Bad Debt/Refunds.....money not collected & product not returned to MK  
 \_\_\_\_\_ Commissions.....paid to others, dovetail, office help, independent contractors  
 \_\_\_\_\_ Insurance.....product insurance, extra insurance for product in your house or car  
 \_\_\_\_\_ Insurance.....Health insurance premiums (if this is your only source of insurance)  
 \_\_\_\_\_ Interest.....credit cards, business loans, personal loans used only for Mary Kay  
 \_\_\_\_\_ Legal & Professional Fees.....bookkeepers, tax preparers, attorneys, accountants  
 \_\_\_\_\_ Rent or Lease of Equipment.....copiers, postal meters, audio/visual, furnishings  
 \_\_\_\_\_ Rent for Training Center.....business property  
 \_\_\_\_\_ Sales Taxes.....paid to Mary Kay on purchases, and other taxes paid  
 \_\_\_\_\_ Telephone.....(not for 1st phone) 2nd line, long distance, call waiting, message center

**OFFICE EXP.**

\_\_\_\_\_ Bank Fees.....monthly account fees, bank card processing, money orders, new checks  
 \_\_\_\_\_ Consumable Products.....paper, pens, gold labels, cotton balls, towels  
 \_\_\_\_\_ Educational materials.....videos, audio tapes, books, publications, magazines  
 \_\_\_\_\_ Event Fees.....weekly meetings, debuts, fashion shows, local events, M.K.U.  
 \_\_\_\_\_ Gifts NOT Section 1: Birthday/Holiday gifts (limited to \$25 per client per year)  
 \_\_\_\_\_ Postage.....shipping & handling, jet pack, phone order charge, express mail  
 \_\_\_\_\_ Printing & Copies.....flyers, newsletters, business cards, stationary  
 \_\_\_\_\_ Prizes consultant prizes and awards, jewelry, ribbons, new consultant flowers  
 \_\_\_\_\_ Small Office Equipment.....storage containers, electronics, filing cabinets, furnishings  
 \_\_\_\_\_ Training Center Expenses.....Coffee, snacks, flowers, decorations  
 \_\_\_\_\_ Uniforms.....Red Jacket uniform, Director's suit, include the dry cleaning  
 \_\_\_\_\_ Meals (when discussing business) -- partially deductible  
 \_\_\_\_\_ Other expenses

**DEPRECIATION:**

List any equipment you use in your business (computers, large office equipment, furniture, etc.)

Item \_\_\_\_\_ Cost/FMV \_\_\_\_\_ % Business use \_\_\_\_\_ Date placed in service \_\_\_\_\_

Item \_\_\_\_\_ Cost/FMV \_\_\_\_\_ % Business use \_\_\_\_\_ Date placed in service \_\_\_\_\_

**AUTO EXPENSES:**

Make & Model: \_\_\_\_\_ Date placed in service \_\_\_\_\_ Cost/FMV \_\_\_\_\_

Do you own or lease this car? \_\_\_\_\_ Did you keep a mileage log? \_\_\_\_\_ Do you have another car? \_\_\_\_\_

(if you do not own this car, list totals for registration, gas, insurance, repairs, & maintenance on the back)

\_\_\_\_\_ Total miles driven ALL year \_\_\_\_\_ Total Business miles

\_\_\_\_\_ Parking & Bridge Fees \_\_\_\_\_ Car Loan Interest/Lease pmts

**TRAVEL EXPENSES:**

\_\_\_\_\_ Transportation & Lodging \_\_\_\_\_ Registration Fees  
 \_\_\_\_\_ Meals & Entertainment \_\_\_\_\_ Tips (SEPARATE from meals)

**HOME OFFICE EXPENSES:**

Total Sq.Ft. of Home: \_\_\_\_\_ Sq.Ft used for Business \_\_\_\_\_ Cost/FMV without land \_\_\_\_\_

Do you use this area Exclusively for business? \_\_\_\_\_ Do you Regularly meet clients at your home? \_\_\_\_\_

\_\_\_\_\_ Total Rent \_\_\_\_\_ Total Utilities

\_\_\_\_\_ Insurance \_\_\_\_\_ Maintenance/Repair

# 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							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							

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# *Time Saving Activities*

## *1. Prepare in bulk*

- \_\_\_ Hostess coaching packets
- \_\_\_ Reminder postcards
- \_\_\_ Recruiting packets
- \_\_\_ Guest Invitations
- \_\_\_ Goody bags
- \_\_\_ Wrapped gifts for door prizes
- \_\_\_ Product sets (on page 16)
- \_\_\_ Look Books
- \_\_\_ Brochures
- \_\_\_ Profiles
- \_\_\_ Sales Tickets

## *2. Pack your car with inventory in a portable, neat, organized, alphabetized system.*

## *3. Systemize office procedures for*

- \_\_\_ Profiling guests
- \_\_\_ Organizing profiles from classes/facials
- \_\_\_ Thank-you notes
- \_\_\_ Sales tickets
- \_\_\_ Accounts receivables
- \_\_\_ Weekly accomplishment sheets
- \_\_\_ Tax receipts
- \_\_\_ New leads
- \_\_\_ Phone messages
- \_\_\_ Return phone calls
- \_\_\_ Pro-active phone calls to be made
- \_\_\_ Updating your datebook with activities
- \_\_\_ Planning your next day
- \_\_\_ Planning your week

*4. Organize your scripts for*

- \_\_\_\_\_ Booking
- \_\_\_\_\_ Coaching
- \_\_\_\_\_ Profiling
- \_\_\_\_\_ Inviting guests
- \_\_\_\_\_ Getting interviews
- \_\_\_\_\_ Customer service
- \_\_\_\_\_ Confirmation calls
- \_\_\_\_\_ Working with your team

*5. Systemize packing for a Skin Care Class...Bring*

- \_\_\_\_\_ Brochures
- \_\_\_\_\_ Pens
- \_\_\_\_\_ Mirrors/washcloths/look cards/applicators/cotton balls
- \_\_\_\_\_ Additional samples
- \_\_\_\_\_ Hair clips/bands
- \_\_\_\_\_ Garbage bag
- \_\_\_\_\_ Display
- \_\_\_\_\_ Hostess gift
- \_\_\_\_\_ Closing set up
  - sales tickets
  - hostess coaching packets
  - guest lists
  - guest invitations
  - datebook for future bookings or monthly calendar-at-a-glance highlighted
  - calculator
  - door prizes
  - tickets



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Vision Casting, Booking and Coaching

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Skin Care Class and Closing

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Office Organization, Money Management,  
and Taxes

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**Team Building:** see Recruiting Notebook at [millslagle.com](http://millslagle.com)  
ask me about our Master Team Builder CD

