



DEAR SPECIAL GTC CONSULTANT THAT IS COMMITTED  
TO FULL CIRCLE ACTIVITY,

You will want to print the Mary Kay Career Opportunity Flip Chart and put in a notebook in sheet protectors.

You will want to make extra copies (I suggest 30 for your next 30 interviews) of the following pages:

1. Mary Kay and You sheet (you put your profiling notes on this page)
2. Starter Kit—Picture and contents (you can print this from the home page of my website—[www.unitnet.com/glinda](http://www.unitnet.com/glinda))
3. Pro-Con-Sleep Test sheet (to give to each "B" or "C" prospect)

Remember your Opportunity Appointment will have the same five parts that your Party had...Pre-opening, Opening, Body, Table Close, Individual Consultation.

Now, it's time to practice, practice, practice. Remember at every class you want to schedule the hostess plus at least one more person to listen to your presentation. Keep the appointment as close to the product door as possible. Report in via voicemail or email the dates & times of **ALL** your appointments and report in your activity immediately following each appointment. Your director uses this information to coach you.

Thank you for your commitment to sharing the product, the hostess program and the opportunity.

Glinda McGuire

**Mary Kay**  
**Career**  
**Opportunity**

# Today We Will Do Five Things:

1. You tell me about you.
2. I'll tell you about me.
3. Listen to the facts.
4. Answer any questions.
5. See if it appeals to you.

Name: \_\_\_\_\_ Your Consultant: \_\_\_\_\_  
 Phone: Day \_\_\_\_\_ Cell \_\_\_\_\_  
 Best Time to Call: \_\_\_\_\_  
 Email: \_\_\_\_\_

VALUE?	NEED?

# MARY KAY AND YOU

## TAKING A CLOSER LOOK: WHY MARY KAY IS RIGHT FOR YOU

BELOW ARE SOME OF THE REASONS PEOPLE CHOOSE MARY KAY.

CHECK 2 THAT APPEAL TO YOU.

- |   |   |
|---|---|
| <input type="checkbox"/> 1. Make new friends            | <input type="checkbox"/> 7. Opportunity for advancement |
| <input type="checkbox"/> 2. Gain self-confidence        | <input type="checkbox"/> 8. Flexible hours              |
| <input type="checkbox"/> 3. Improve my appearance       | <input type="checkbox"/> 9. To help others              |
| <input type="checkbox"/> 4. Run my own business         | <input type="checkbox"/> 10. Personal growth            |
| <input type="checkbox"/> 5. Earn extra income           | <input type="checkbox"/> 11. Full-time career           |
| <input type="checkbox"/> 6. Excellent earning potential | <input type="checkbox"/> 12. Develop new skills         |

IF WE ONLY HAVE 5 MINUTES, QUESTIONS:

---



---



---



---



---



---

## MAKING TIME FOR YOUR NEW CAREER

YOUR MARY KAY CAREER ALLOWS YOU FREEDOM AND FLEXIBILITY TO ACHIEVE YOUR GOALS AT YOUR OWN PACE. YOUR CHALLENGE IS TO USE YOUR TIME PRODUCTIVELY, SO THAT EVERYTHING THAT'S IMPORTANT TO YOU FITS INTO YOUR SCHEDULE. PART OF YOUR TRAINING AND SKILLS DEVELOPMENT AS AN INDEPENDENT MARY KAY BEAUTY CONSULTANT IS TO LEARN HOW TO EFFECTIVELY MANGE YOUR TIME.

BY LEARNING HOW TO WORK SMART, YOU'LL SOON DISCOVER THAT IT'S NOT HOW MUCH TIME YOU SPEND, IT'S HOW YOU SPEND YOUR TIME THAT'S IMPORTANT. FILL IN THE PLAN SHEET BELOW WITH REGULARLY SCHEDULED ACTIVITIES, THEN SEE HOW A CAREER WITH MARY KAY CAN FIT IN.

## WEEKLY PLAN SHEET

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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							

# Tell me about you...

(Profiling Phase)

- \* \* Tell me a little about yourself & your family
- \* \* What do you VALUE most in your life right now?
- \* \* What do you NEED most in your life right now?
- \* What do you like best and least about your current job?
- \* If you were in a position to change anything about your life right now, what would it be?
- \* What do you think your husband or family would say about starting your own business?
- \* Is there anything you can do today to immediately change your financial situation?
- \* What do you see yourself doing 5 years from now?
- \* \* \* If I had 5 minutes to tell you everything I know about Mary Kay, what questions would you ask?

My Family

Prizes!!!!

My Mary Kay Family

# Mary Kay's mission is to enrich women's lives.

## The Facts:

1. *Our company is perfect for the 21st century in the following two ways:*

- \* Excellent product
- \* Unparalleled career opportunity

2. *Mary Kay Philosophies:*

- \* Faith, Family, Career
- \* Golden Rule

3. *No territories*

4. *Prizes (recognition for achievement)*

5. *Dual marketing plan:*

It is important to understand how Our marketing plan differs from other plans. There are some very good direct sales companies out there, but there are also some that are NOT so good.

When comparing direct sales companies, a person should consider four things:

- A. Is the company a member of the Direct Selling Association and a member of the Better Business Bureau?
- B. Is as much emphasis placed on the sale of product as on recruiting?
- C. Do you have an unconditional money back guarantee on products for clients?
- D. Does the company repurchase upon a consultant's termination, products at 90% of the original cost?

6. *We are not a multi-level pyramid. Each of us buys products directly from the company. There is only one wholesale "buy" and one direct "sale". Our marketing plan is studied at Harvard, and is taught as the #1 plan for new businesses to pattern after.*

7. *We offer several avenues of income for you to pursue.*

# MARY KAY COSMETICS MARKETING PLAN

## AVENUES OF INCOME

### 1. Parties and Facials—50% Profits

Sales at an average party with 6 women—\$200—\$300

Sales at a facial with 1 or 2 women—\$80—\$100

### 2. Reorders—50% Profit

Cosmetics are a consumable product. Our Customers use the product up and need to reorder it on a regular basis. Average reorders—\$200/year

### 3. Dovetail—15% of Class Profits from Sales

When a Consultant is unable to hold a skin care party, another Consultant will hold the party and pay the Consultant who booked the class 15% of the sales.

### 4. Personal Recruiting

**4% Commission** for 1—4 *Active* Team Members

plus \$50 Team Building Bonus on 4th Qualified recruit onward

**9% Commission** for 5 *Active* Team Members

eligible to go on target for Grand Achiever Status

**13% Commission** when 5 or more Team Members place a min. \$200wh and you place a \$600wh order.

Commissions are paid directly from the Company to the Consultant. Money does not exchange hands between Consultants. An *Active* Team Member is one who places a minimum \$200 wholesale order every 3-4 months.

### 5. VIP Car Program — Eligible to qualify for Grand Achiever Status.

Team Career Car or cash compensation

Mary Kay Corporate pays for tags and about 85% of the insurance for Consultant & spouse.

### 6. Directorship—13% Commission & monthly bonuses

Paid on a monthly basis to the Sales Director. This check is based on the Unit's wholesale production. Directors also may qualify for a Unit Volume Bonus from \$500—\$5000 or more each month.

Potential Unit Recruiting Bonus of \$500 per month, and/or \$100 for each personal Qualified recruit

## TAX BENEFITS AND DEDUCTIONS

1. Automotive costs—Deduct mileage for business related trips.
2. Telephone costs—Long-distance calls to customers and sales associates
3. Entertainment and Travel—A portion of your expenses may be deducted when conducting your Mary Kay business.
4. Skin Care Class supplies—Washcloths, cotton balls, starter kit, etc.
5. Office supplies—Copies, postage, pens, paper, business cards, etc.

## ADVANTAGES

1. **No Territories**—You can book, sell and recruit anywhere in the USA
2. **No Quotas**
3. **Full Training**—Daily, Weekly, Quarterly, and Yearly opportunities for training
4. **Prizes**—jewelry and many other items offered from the Company as well as your Director
5. **Family Security Plan**—(Retirement) for National Sales Directors
6. **Set your own hours**

## INVESTMENT REQUIRED

1. **\$100 Starter Kit**—Contains approximately \$300 of demo items, training materials, sales aids, etc.
2. **Inventory**—Optional, but highly recommended
3. **90% buy-back guarantee from the company on inventory**

Put copies of your  
weekly accomplishments sheets  
in sheet protectors  
for real-life examples

Print copies of the Starter Kit contents  
from my website (this is your placemat  
for Team Building) and put in sheet  
protectors.

## **Steps to Getting Started**

### **1. Submit Beauty Consultant Agreement**

(contains everything to do first 25 faces except washcloths and cotton balls)

### **2. Order Product to Sell**

(shoebox full or room full)

### **90% Repurchase Agreement:**

(If you decide anytime in the first year of your business that you tried your best and it is not for you—Mary Kay will refund you 90% on new and unused resellable product)

# OPINION

## After hearing this information,

All you can know is if this is something that appeals to you. If it doesn't appeal to you, we will appreciate and value you as a customer. However, if there is anything about what you heard that does appeal to you, I hope you will make a \$100 Decision to see if Mary Kay might be for you.

How do you make \$100 decisions? If you were at a mall shopping and saw something that appealed to you, would you take it home today **OR** go home, think about it, and go back tomorrow to get it? Well, that's the way we want you to make your Mary Kay decision too.

It's like a Wal-Mart decision. Did you know the average purchase from a Wal-Mart customer that gets a cart is \$137. If you could buy a Wal-Mart membership for \$100 in order to shop half-price the rest of your life...would you? Well, that's exactly how Mary Kay works...we just hope you get so much more.

So I know how to best work with you...which letter best describes you?

- A) Absolutely YES—I am ready to purchase my \$100 kit...do you take Discover?
- B) I'll "BE" decisive in 24 hours—Call me.
- C) Continue to educate me about Mary Kay by allowing me to be a hostess
- D) Definitely not—I don't want to change anything

If she answers...

- A) Submit e-agreement or complete paper agreement
- B) Send her home with a Pro-Con/Sleep test sheet and a time to call to discuss sheet for her and to get her answer
- C) Book a Date for her to be a hostess and send her home with a Pro-Con/Sleep Test sheet and a time to call and discuss the sheets
- D) Thank her for her time

# Decision-Making Tools:

## 1. Pro & Con List:

A. What's the worst thing that could happen if you do this?

B. What's the best possible thing that could happen?

## 2. The "Sleep Test":

A. Fill out an application and submit your check.

B. Sleep on it and I'll call you tomorrow.

# PRO

List the best possible things that could happen if you do this?

# CON

List the worst possible things that could happen if you do this?

## **Sleep Test:**

If you wake up in the middle of the night or first thing in the morning, write down your thoughts...

---

---

---

---

---