

## I-Story of Edina Merz

In the spring of 2006, I received my Diploma in Make Up Artistry. My first priority was to find a brand which offered both a complete line of skin care and decorative cosmetics, all in one. After many months of searching and trying different brands, the wonderful brand of Mary Kay came into my life. In the past 3.5 years I have tested other brands but nothing compared to Mary Kay and I have stayed true to my brand. The re-order business from my customers is fantastic which confirms the great quality of my product. I am very thankful that Mary Kay exists. It doesn't matter if I am making up a bride, doing a photoshooting or teaching a Makeup Class...without Mary Kay, nothing would work. With Mary Kay, I can let my creativity flow without any boundaries at all!

Even though I still work in an office 50%, do photoshooting makeup for various photographers and am a single mom, with the little time left over I have always found time to take care of my Mary Kay business. Mary Kay has enriched my life by helping me meet lots of new people who have become customers but more importantly, I have gained lots of new great friends. Thank you Xochitl for introducing me to Mary Kay.

### My 3 most important tips:

1. Most important to me is that my consultation always comes first. I don't see or present myself as a salesperson, instead as a consultant who's main interest is the customer and her needs. This awakens my customer's trust and my honesty is always treasured. If a product or color is not right for my customer, I will make sure to let her know and recommend what is right for her. This is a good thing.
2. Fast delivery with customer service... order place today, delivery today or at the latest tomorrow...I know what my customers needs are and I will bend over backwards to make sure that they get their products FAST. My customers love my quick and competent service.
3. Image. The consultant is the role model of the cosmetic world for the customer...if you are not dressed nicely or have a cared-for appearance with makeup on, whether you are out shopping, while making deliveries or at your appointments, then you are not what you represent...I always make sure that I have a well-groomed appearance with a beautiful makeup look on when I leave my house. Women are always asking me how I do it, how I always look so fresh...and my answer is always clear...MARY KAY.

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