

## CHECKLIST #2

☐ Continue to call Paula's **Hot Line** on a daily basis - (920) 882-2003. Be sure to say at least your name after the beep! You will **receive a prize** for calling the hot line every day for the first 30 days of your business! Let me know what day you are on and also when you have completed it!

☐ Continue to attend your local **Unit Meetings** for 5 consecutive weeks and bring a total of 5 guests.

- Earn the Platinum Business Card Holder

☐ **Power Start ...** Book 8 Skin Care Classes within 7 days of using the dialogue from this folder.

- Earn the Lisa Madson Training CD's "Keep it Simple" or her "Future is Now" DVD. Booked Perfect Start by: \_\_\_\_\_

Track your bookings on the enclosed Power Start Vouchure and Turn into Paula as soon as your 8 classes are booked.

Do a **Power Start Plus**: see 30 Faces and do 10 Practice Interviewst in 30 days to be part of NSD Lisa Madson's Pacesetter Course. Plus, earn the MADSON pin.

☐ Mail out the **Hostess Packets** for your first 8 classes. (You received them in your Starter Kit and Inventory Order)

☐ **Watch the Skin Care Class DVD.** Follow along with your Flip Chart.

☐ **Add Follow Up statements** to your flip chart.

☐ Using your inventory products, **assemble your Travel Roll Up Bag.** This will be used to show your customers what sets are available for purchase. Fill it with all the products that are pictured on the Beauty Book insert (some will be from your Starter Kit and the rest will come from your inventory).

☐ Set up and complete **6 practice interviews** with Paula (or your DIQ). Work your business Full Circle.

- Earn your **Pearls of Sharing.**

☐ Sign Up for your **Personal Mary Kay Website** at [www.marykayintouch.com](http://www.marykayintouch.com). It's only \$25 for your entire first year!!

☐ If you'd like to **accept credit cards / debit cards** from your customers, you need to sign up for **Propay** online at [www.marykayintouch.com](http://www.marykayintouch.com). See the Propay link under the Ordering drop down box.

☐ **Open a separate checking account with a debit card attached.** This account will be used solely for your Mary Kay business. When you open this separate checking account open it as a personal checking account and not a business checking account.

☐ **Organize your paperwork** by getting a 2" binder—label it "Reference by Subject". Insert Tabs— Booking Ideas, Customer Service, Finances, Goal Setting, Guests, Holiday Specials, Hostess Coaching, Money Management, Motivation, Preferred Customer Program, Pre-profiling, Product Knowledge, Recruiting Ideas, Referral Ideas, Selling Ideas, Seminar, Time Management, and Weekly Accomplishment Sheet.



## How To Book Your First 8 Skin Care Classes

1. Don't "chit-chat" and don't try to sell her on how great our products are...**all you want is the appointment to SHARE** and let her find out for herself. **DO** be enthusiastic...it's contagious!
2. Always give people a choice between 2 things...they will always choose one.
3. Telephone and say these **exact words**...they work!!

"Hi \_\_\_\_\_ this is \_\_\_\_\_. Do you have a quick minute? I'm beginning a new career as a Consultant with Mary Kay Cosmetics and I just started my training. The most important part of it is doing 5 training classes the weeks of \_\_\_\_\_ and \_\_\_\_\_, and I really need your help. Is there any reason why you couldn't invite a couple of your friends over to your home and let me give you all a free makeover? I'd really value your opinion, it's a lot of fun, and I want to give you free products. Would you help me? Which is best for you, weeknight or weekend...6 or 6:30? (If she is hesitant say: Honestly, there's no obligation and I really need the practice. Would you please help me?) **BOOK HER. Great! I always send a postcard to everyone you'd like to invite to the makeover to remind them of the appointment. I also call them & ask them about their skin type & color preferences so I can be really prepared and do a great job. Would you rather e-mail me tonight with their names, addresses & phone numbers or do you have time now to give me their information? (Take down their information if you can). I'll send the postcard and then give them a call a couple days before our appointment to ask them a few questions. I appreciate your help so much...thanks a million!! We're going to have a great time!**"

4. List your first eight appointments on the tracking sheet enclosed and turn into Paula to claim your prize!

Congratulations! You're off and running! By **CONSISTENTLY BOOKING EVERYONE FOR THEIR CHECKUP FACIAL AT THESE FIRST EIGHT CLASSES**, YOU ARE BUILDING AN INCREDIBLE

### Booking objections you might hear:

"I am too **BUSY**"... You know, I'm a really busy person too, so I can appreciate that! It only takes about 45 minutes, but after that I can actually save you an enormous amount of time - you'll never have to run to the mall again for cosmetics and you'll save money too. Do you like to save money? Then, which would be better for you...

"I don't have any **MONEY**" ... Great! I'm glad I found you - did you know that Mary Kay is 1/3 to 1/2 less than anything at the department store and you don't have to pay full price for our products if you don't want to. We have ways for you to get free products and we even have a no-interest option. Which would be better for you...

"I use **Clinique**" ...Great! I'm so glad I found you - obviously you appreciate good cosmetics! I'd love to get your honest opinion of the Mary Kay products. Is there any reason why you couldn't compare your brand to Mary Kay? You can have any one glamour item at half price just for giving me your opinion. Which works better for you...

"I tried Mary Kay once and broke out/was **allergic**"... May I ask how long it's been? (Explain that our products have been reformulated over the last year and a half - Time Wise skin care is revolutionary and nothing like the original formulas!) 9 out of 10 times the reason people break out is because they were using the wrong formulas. Is there any reason why you wouldn't want to work together and try the new TimeWise products? Which works better for you...

**If she still refuses...** Tell you what, if you ever change your mind, would you give me a call? I'd love to be the one to show you our products. If you know of anyone that would enjoy a complimentary pampering session with me, just give them my information and I will have a special gift for you! Thank you so much for your time!

**Remember...book twice as many as you want to hold!**

### Dialogue for inviting guest to your Weekly Success Event:

"Hi \_\_\_\_\_, this is \_\_\_\_\_ calling, do you have a quick minute? Great! The reason why I'm calling is because I'm a brand new consultant with Mary Kay Cosmetics and I'm responsible for having two models at our Monday Night Success Event to try one of our four new Looks. Are you familiar with Mary Kay (find out if she has a consultant)? We don't use mannequins and I think you would be a great face model. Just for helping me out, I'd be able to give you a free lipstick or lipgloss of your choice (or \$15 in free product) so is there any reason why you can't join me on Monday? If she says no, then I say no problem I have \_\_\_\_\_ and \_\_\_\_\_ events coming up where I'll need models. Tell me what works better for you, next week \_\_\_\_\_ or next eek \_\_\_\_\_?"

### What goes into a Hostess Packet?

1. Hostess Brochure from the company
2. Outside Order Sheet
3. Piece of Recruiting Literature - i.e WIIFM Sheet
4. Business Card/Look Book
5. Guest List Sheet & Self-addressed Stamped Envelope for hostess to return her guest list to you if you don't already have it.

Have 20 made up at all times. I put them in clear sheet protector page.

## Earn your Pearls of Sharing

Learn how to share the facts of Mary Kay! We will set up "practice interviews" together to build your skills, team and income! In addition you'll earn some fabulous jewelry. Turn in your list to Paula ASAP!

My Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Director's Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

☐ I completed 3 practice interviews with Paula (or my DIQ) within my first month to earn my Pearl of Sharing Earrings!

☐ I completed 3 additional practice interviews for a total of 6 with Paula (or my DIQ) within my first month to earn my Pearl of Bracelet!

1st Practice Interview:	Name/Number _____
2nd Practice Interview:	Name/Number _____
3rd Practice Interview:	Name/Number _____
4th Practice Interview:	Name/Number _____
5th Practice Interview:	Name/Number _____
6th Practice Interview:	Name/Number _____

## Earn Your Platinum Business Card Holder

Bring a total of 5 guests/models to your Weekly Success Event in your first 5 weeks and earn the Platinum Business Card Holder.

I attended my first 5 consecutive Unit Meetings and brought a total of five guests (that were 18 or older and did not have a Mary Kay Consultant):

My Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Director's Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

☐ I earned my Platinum Business Card Holder!

My Guests were: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

## Earn NSD Lisa Madson's "Keep It Simple" CDs or "Your Future is Now" DVD

Book your 8 classes within 7 days of New Consultant Training using the dialogue in this packet

Important ... you must turn in the voucher with the names and phone numbers of the hostesses and the scheduled dates of the classes to receive your CDs or DVD.

☐ I earned NSD Lisa Madson's "Keep it Simple" CDs or NSD Lisa Madson's "Your Future is Now" DVD! I booked my 8 classes within 7 days of New Consultant Training.

My Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Director's Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

1st Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

2nd Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

3rd Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

4th Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

5th Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

6th Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

7th Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

8th Class: Hostess Name/Number \_\_\_\_\_  
Date Scheduled \_\_\_\_\_

# PEARLS OF SHARING!!

**Learn how to share the facts of Mary Kay!!  
Set up “practice interviews” to build your skills and  
your income in addition to earning some fabulous  
jewelry!!**

## **HOW DO YOU EARN YOUR PEARLS OF SHARING?**

- **Do 3 practice interviews with Paula within your first month and earn your faux **pearl earrings**.**



- **Do 3 more practice interviews (for a total of 6) with Paula within your first month and earn your faux **pearl bracelet**.**



- **Get a new qualified recruit from those 6 interviews within your first month and earn your faux **pearl necklace**.**



### **Simple Tips for your Pearls of Sharing Interviews**

As a new consultant you will want to focus on your Pearls of Sharing training. You will need to provide Paula or your Director in Qualification (DIQ) with the names of 6 sharp women to help you with your training. Paula or your DIQ will be conducting practice interviews with these women. This will either be done over the phone or in person. This is a great learning session for you. It is your responsibility to take notes so you will eventually feel comfortable sharing the MK Marketing on your own.

Basic Guidelines for the Appointment:

1. Your director will be conducting the appointment.
2. She will cue you when it is appropriate for you to respond.
3. Please plan to take notes so you will be able to review them afterward.

# Mary Kay Business Attire

You are the President and CEO of your company! You only have one chance to make a great first impression!

You will want to dress for your position, and as a Mary Kay Beauty Consultant or Director, you will see that we always wear professional business attire which includes a business suit, skirt and jacket or

professional dress. You will notice that we **don't wear pants** at any Mary Kay functions, meetings, training, workshops, skin care classes or interviews.

By dressing for success, you'll feel more confident! You may want to choose accessories such as classic black or nude hosiery and closed toe black pumps for a

polished look. Don't be afraid to wear the same suit for all of your appointments. You'll notice that all Directors and Top Consultants wear their "Mary Kay uniform" every week. Find one outfit that makes you feel like a million bucks and wear it to all of your Mary Kay events!



## Why We Don't Break the Basic Skin Care Set

Occasionally you may encounter customers who would prefer to buy only a cleanser or foundation from you. Our Mary Kay Skin Care System is designed and scientifically formulated to give your customer the BEST results when she uses the whole system together.

We have three types of skin care sets:

- 1) The TimeWise, which includes the 3-in-1 Cleanser, the Age-Fighting Moisturizer and Foundation.
- 2) The Velocity Skin Care which includes a Velocity Cleanser, Velocity Moisturizer and Foundation (use good judgment with the foundation - if she's a young teenage girl, she may not need/want foundation.)
- 3) The Classic Basic Skin Care, which includes the cleanser, mask, freshener, moisturizer and foundation.

If one of your customers asks if she can purchase only part of the skin care system, perhaps the simplest and best answer is from Mary Kay herself. Early in her career, Mary Kay discovered that when she broke the basic skin care set for a new customer, she was setting the wheels in motion for an unhappy customer because using just part of the set didn't produce the expected results. The only exception to this would be a young teenager with the Velocity Line.

We have such confidence in the quality of our skin care systems that we offer a complete 100% satisfaction guarantee.

The goodwill of each customer who comes into contact with the Mary Kay organization is very important to us. We believe it's more important to sell our products the right way

than simply make a sale. Hopefully, when you explain our position and your concern to your customers, they will understand that the Consultant who refuses to break the basic for a new customer really has that customer's best interest and satisfaction as her goal.

Please note, once a customer is using our skin care system, she may re-order individual skin care products as they will invariably run out at different times.



# Doing a STRONG Individual Close



After the Table Close, you will want to meet with every guest individually and do an

individual consultation. It should be conducted in a separate room from where the skin care class took place. The individual consultation is extremely important and will make the difference between having a \$50 class or a \$500 class.

At the individual consultation you should have your date book, money bag, sales tickets, hostess packets, recruiting DVD's calculator, and a pen. Have her sit down next to you.

**You will ask EVERY guest the following questions during her individual consultation. Make sure she brings her profile card, Beauty Book and set sheet (beauty book insert) when she meets with you for her consultation.**

1. (Her name), did you have a good time tonight?
2. How does your skin feel?
3. What part of the Miracle Set did you like the best?
4. \_\_\_\_\_, you know your situation better than I do, but as I was going through the specials tonight which one did you get most excited about and that you would love to take home with you tonight?
5. Are there any individual items that you would like to add to your order?

**If what she purchases contains the TimeWise Skin Care**, you would write up her sales ticket and collect her money. Then you would say, "Is there any reason why when we get together for your follow-up appointment you wouldn't want to share it with a couple of friends? I can't wait to get their reaction of your WOW Look, plus I think it would be a ton of fun!"

**If she would like to share her appointment with a couple of friends, then say,** "What works better for you the beginning of the week or the end of the week?" Book her for what works for her, and then pull out the hostess packet and say,

## Hostess Program

**"Do you like free product? Great, because I want to show you how you can get lots of it for free... You can earn unlimited amounts of free product. You will get 10% of what everyone buys that day in free products. For example, on a \$300 class you'll get \$30 free. When one of your friends books her follow up appointment, you'll get 15% which would be \$45 on that same \$300 class. When two of your friends book their follow up appointment, you'll get 20% which would be \$60 in free products! Or, you can get \$75 in MK products and only pay \$35 just for having a party. It's that simple.**

**You can create your guest list on the inside flap of the brochure (show her). What I'm going to have you do is fill this out completely so we can be sure to have enough people in attendance to count as a party and to give you lots of free product. You can fill it out right now and I can take it with me or you can pop it in the mail tomorrow in the self addressed stamped envelope. Or if it's even easier, you can e-mail it to me tonight or tomorrow. Which works better for you?**

**\_\_\_\_\_, can I ask you one last question. After watching me tonight and hearing a little bit about Mary Kay could you EVER in your wildest dreams see yourself doing something like Mary Kay? I think you'd be great! (I was so impressed with you because \_\_\_\_).**

No matter what she says, you say, **I tell you what, this may or may not be for you, but I'd love to be the one to share it with you. \_\_\_\_\_ if I gave you this DVD to watch would you give me your honest opinion about this opportunity?**

**Here's the DVD. These are like gold to me and I only have a few of them so do you think you could watch it in the next 48 hours? Lets set up a time that we can get together and I can get the DVD and your opinion. Set up a time.**

**If she doesn't want to share her follow up appointment with friends, then say...**

**"Let me tell you how I handle my check-up facials. If you choose to share it with a couple of friends, I'll come to your home at your convenience or you can have it at mine. If you choose not to share it with a couple of friends, I offer second facials at my Success Meeting on Thursday Nights at 5:45p.m. What would be better for you, Thursday night at my Success Meeting or at your home or mine with a couple of friends?"**

The other option you could do is to hold follow-up facials at your home on a specific time during the month. I would suggest that you not run around the country giving second facials to one person at a time.

**If she says, "Do I have to have a second facial?" You say, "No, you don't have to have one, but our products are guaranteed. That is why we recommend a second facial." At this point, PAUSE. Don't say anything else.** If she doesn't want a second facial, that is fine. You don't want to create a feeling of frustration in your customer. You want this customer for life. **If she doesn't care to have a second facial,** say, **"That's not a problem at all. I will assume your products are working fine unless you call me and tell me otherwise."** Of course, you will still want to follow-up with her to make sure she is happy with her products and continue to service her like a great beauty consultant would.

**If what she purchases does not contain any skin care**, then say... **"(Guests name), can I ask you a question? If you had the TimeWise for little or no money would you use it? If she says "yes" say, I have a really neat way for you to get it for little or no money, can I tell you about it? If she says "yes" say, ALL you need to do is share your follow-up appointment with 2 other people besides yourself and it counts as a class."** Pull out a hostess packet and share your hostess program with her.



**Call your director IMMEDIATELY and tell her about the prospects you selected to listen to the career opportunity. 920.427-1364**

