

# Welcome to Sherri's Shining Stars Unit!

I am so excited that you have made the decision to start your Mary Kay Career! As your Sales Director, working with new consultants is one of my favorite things to do! I'm looking forward to working with you and supporting you in your new business.

I began my Mary Kay Career in

Enclosed in this welcome packet you will find ideas on how to get your business started, and I encourage you to listen to the New Consultant CD and look through Inventory packet within the next 24 hours. I will call and follow up with you to answer any questions you may have and to help you get started! I'm sure you have many questions, and as a new Consultant, I did too. We'll discuss all of your questions and concerns in detail, and I am here to train and support you along your new journey.

Each week, we have Success Meetings for training and recognition. If you are not local to me, I will locate a Mary Kay Success Event in your area. Attendance at the Events whenever possible would be vital to your success in this business. It is a fabulous opportunity to learn the business and get to know other Consultants and Directors.

Our exciting unit goals this year include \_\_\_\_\_ Will one of them be YOU? Whatever goals you have for your Mary Kay business, I will be watching with pride as you carve your own path and pursue your dreams.

As your Director, it's my job to match my time with 100% of your efforts. This business is truly what you design it to be, and I'm here to help in any way that I can. Again, congratulations on your new business and welcome to our Shining Stars Unit!

Sherri Garrett  
Independent Sales Director

## Unit Information

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

Area: \_\_\_\_\_

Director's Name: \_\_\_\_\_

National Sales Director: \_\_\_\_\_

Unit # \_\_\_\_\_

Your Consultant #: \_\_\_\_\_ (printed on the invoice in your kit, ie: HX7925)

## Contact Info

Susan Jones, Future Executive Independent Sales Director

Start MK Career in June 1998

Debuted as a Director January 1999

### Business Address

555 Lexington Blvd

Knoxville, TN 37902

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Website: [www.susanjones.com](http://www.susanjones.com)

### Conference Calls:

712-555-5555 PIN 1234567

New Consultant Training

Thursdays at 7pm EST

# Consultant Profile

(Please complete and return to me at 1st New Consultant Training)

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

Address: \_\_\_\_\_

Home Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

Work Phone (\_\_\_\_) \_\_\_\_\_ Company/Position \_\_\_\_\_

My Recruiter is \_\_\_\_\_

Email: \_\_\_\_\_

Husband's Name \_\_\_\_\_

Children & Ages \_\_\_\_\_

My wildest Mary Kay Vision is \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Some of my immediate goals and desires are \_\_\_\_\_

\_\_\_\_\_

What are your goals for the next month? \_\_\_\_\_

\_\_\_\_\_

What is your favorite part about your Mary Kay business? \_\_\_\_\_

\_\_\_\_\_

How much would you like to earn \$ \_\_\_\_\_ weekly

I am willing to put \_\_\_\_\_ hours into my Mary Kay business every week.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# 13 Steps to get your business off to a Great Start!

(Check off your list as you go)

- \_\_\_1. Inventory: Attend New Consultant Orientation to determine your inventory needs. Make your decisions within 1 week and then work with your director to place an initial order to be sure you take advantage of all first time ordering bonuses.
- \_\_\_2. Register for Consultant First Steps: Log on [www.marykayintouch.com](http://www.marykayintouch.com) and fill in customer information to send out 15 Beauty Books to your friends/family for FREE!
- \_\_\_3. Set up Mary Kay Web Site: Log on to [www.marykayintouch.com](http://www.marykayintouch.com) and set up personal Mary Kay website for only \$25 your first year. Also, set up Propay Account so that you can accept credit cards. Customers shop 24/7
- \_\_\_4. Order your Business Card Kit: (Be sure to include website address on cards as well as Career Information Hotline) [www.mkconnections.com](http://www.mkconnections.com)- The business kit is recommended. A \$73 value for as low as \$43. It includes 400 business cards & business card case. 1000 business labels, customized name tag with magnetic clasp, self inking name and address stamp
- \_\_\_5. Open Separate Bank Account: You should keep your business and personal finances separate.
- \_\_\_6. Make a List of Everyone You Know: (These contacts will be the start of your new business) Don't pre-judge and make a special mark next to those people who you might like to have on your team. Set up 10 practice interviews with your Director
- \_\_\_7. Schedule Your Business Debut: This is the "Grand Opening" of your business. Invite all your friends, family, co-workers, and neighbors.
- \_\_\_8. Complete Perfect Start/Power Start and become familiar with the Products  
Perfect Start: 15 faces in 15 days  
Power Start: 30 Faces in 30 Days
- \_\_\_9. Listen to Training CD's: Found in your starter kit. It is imperative that you listen to this valuable training. Listen while you sit in traffic and work smarter rather than harder!
- \_\_\_10. Attend Success Training: Attend your first training and bring a guest! Meetings are not mandatory, but Consultants who "show up" "Go Up"
- \_\_\_11. Stay in touch with your director: I work closely and commit my time to those who are consistently working. Don't hesitate to call with questions. \*Turn in your Weekly Accomplishment Sheet to me every week!
- \_\_\_12. Tap into Unit Conference Calls: Receive training and motivation from top Sales Director from the comfort of your own home. Check your email for conference call schedules.
- \_\_\_13. Have Fun and Enjoy this Business: This is an amazing opportunity and you deserve to reap all of the benefits it has to offer. Remember that enthusiasm is your best sales tool! Concentrate on helping others and in doing so, you will help yourself!

# 3 P's to Success



Perfect Start

## 1. Power Start

In order to become a pro at Skin Care Classes & Facials, it's important to practice on as many faces as possible. Ask your friends and family if you can borrow their faces. When you practice on 30 faces

in 30 days or 10 classes in one month, you will have completed a Power Start. 15 Faces or 5 classes in 2 weeks is a Perfect Start. A Power Start PLUS is when you complete 30 faces in 30 days and share the opportunity with 6 people in that same 30 days and have earned these beautiful pins to wear with your Consultant Pin.



Power Start

## 2. Pearls of Sharing

When you share the opportunity with your Director's help, and they

become an active Independent Beauty Consultant, you will earn your Senior Consultant Enhancer to wear with your Consultant Pin. You will also earn the title of Senior Consultant and the opportunity to earn a 4% team building commission. Share with 3 people in your first 2 weeks and earn the Pearls of Sharing earrings, 6 people in your first month will get you the Pearls of Sharing Bracelet. Add one new team member in your first month who places a minimum \$600 wholesale order and you will receive the Pearls of Sharing Necklace.



## 3. Profit Level

It is so important to have your customer's products on hand in order to ensure the level of customer service Mary Kay brags about. Listen to the Inventory Options CD in your New Consultant Packet and talk with your director about your inventory options. Being on Profit Level means you have some of everything in your store to service your customers. You will earn the Ladder of Success Pin with the genuine stone when you begin as a Star Consultant.





# ELEVEN WAYS TO PURCHASE INVENTORY

... retrieved from Tammy Crayk's Unit Net Site



1. Conventional Loan – This type of loan from a bank will help you establish credit in your own name. If you are married, be sure to get the loan in your name. They prefer larger amounts usually \$2,500 to \$3,000 minimum. The rates are usually reasonable and there is usually no pre-payment penalty, should you decided to pay your loan off quickly. Find a great local source that you build a relationship with and can send people to for application.



2. Passbook Loan – You borrow against the money you have in a savings account.



3. Life Insurance Loan – You can borrow against your life insurance usually at a very low rate of interest.



4. Credit Union Loan – If you are employed and have a Credit Union; or if married, your spouse might have a Credit Union at his place of employment. Credit Unions are traditionally a source of low interest loans. Processing your loan may take 2 to 3 weeks.



5. Credit Card Loans – Visa, MasterCard, and American Express have ways to borrow money. Mary Kay Cosmetics will accept Visa/MC/Discover for inventory purchases. You must be sure to have enough available credit on the card to cover your purchase. It is simple to find this out by calling the bank issuing your card and asking what your credit balance is. We recommend that you use a separate bankcard for your Mary Kay business, if possible.



6. M. Bank Visa – Your recruiter can provide you with a credit card application for M Bank Visa, a credit card available to you on terms negotiated by Mary Kay Cosmetics. The disadvantage to using this option is that credit approval requires 6 to 8 weeks. We recommend that you express mail your application for faster service.



7. Family Loan – Many times there are members of your family willing to help you start your career. It is recommended that the arrangement be made on a loan basis where you pay this money back in monthly installments. Co-signers – If you do not have a lengthy credit history or have not been employed long enough, having a co-signer (parent, relative, close friend) may help you qualify.



8. Hidden Treasures – “Pawn” something that you have that is valuable that you are not using.



9. Secured Loan – You can use your automobile, your home, stocks and bonds, Certificates of Deposit, etc. as collateral. Along with banks, financial institutions such as Beneficial, Morris Plan, Avco, etc. offer a variety of loan packages.



10. Borrow against another person's savings – Ask someone to put a portion of their savings into Certificates of Deposit, then you borrow against that. Their money is safe, guaranteed, and they're still making interest.



11. Have a Garage Sale – Other people will pay you good money for items you sell. The good news is that you'll be able make \$2 for each \$1 you put into Mary Kay.

# Dialogues for New Consultants

## Booking & Coaching

### Booking from friends, family, acquaintances- phone call

"Hi \_\_\_\_\_, it's \_\_\_\_\_. I'm so glad I caught you at home! Do you have a quick minute?" (Allow time to answer) "Great! I hope you are doing well. Listen, I won't take up much of your time, but I wanted to let you know, I just started my own business. I'm a Mary Kay Independent Beauty Consultant now! I would love to pamper you with a complimentary facial. There's no obligation and it would only take about an hour." (Pause)

"I understand that this is a busy time of year. As a new consultant, I'm trying to share some great products with 30 customers this month and get their opinion as part of my learning and I really value your opinion. It would really help me out. Plus, if you invite a few friends, you could earn some free product. You would get to relax with your friends and get great products for free!" (Pause)

"Wow, you really are busy! I'm just so excited about these fabulous products that I don't want you to miss out. Why don't I just drop by for a few minutes and show you some samples and give you the latest issue of The Look? It features all of my latest and greatest products. Great! I've got either Tuesday or Thursday available, which is better for you? Around \_\_\_\_\_? Great! I'm looking forward to seeing you! I'm eager to hear your opinion of the samples. Bye, \_\_\_\_\_, I'll see you \_\_\_\_\_."

### Booking from classes

(End of Opening Dialogue at Beginning of Class)

"At the end of the class, we will schedule your follow-up appointment so I can see how the products are working for you and give you your customized color look. If you'd like to invite a few friends, like \_\_\_\_\_ did today, you could earn fabulous hostess gifts or free products. Does that sound like fun?"

(End of Class, One on One Discussion)

"\_\_\_\_\_, did you enjoy the skin care products we used today? That's wonderful. And I can't wait to find out what great products you want to take home with you tonight, but first, I want to talk to you about your follow-up appointment. You penciled in the 23rd here on my calendar. Do you think that's going to work well for you? (Allow response) "Great! Now, I wanted to let you know it's perfectly fine if it's just you and me at your followup color appointment, but if you invite a few of your friends to join you, as I mentioned earlier, that could mean free products for you. How does that sound? Good? (Allow response)

"Great! I am sure you can think of plenty of friends that you'll want to invite.. So I can give your guests my best attention, you'll want to limit your guests to 5 or 6, and what I would suggest is inviting around 8 or 10 in case someone has to cancel, which is very possible with everyone's busy schedule these days. Ok?"

I'm so excited! You really seemed to have a great time today and I know your friends will have just as much fun. Plus, you will get to show off your new look for all of them to see! I know they'll love it! I'd like to call you in a couple of days to discuss your party. Will you be home Tuesday evening?

Great! Would 7 or 8 work better for you? Wonderful! I'll talk to you on Tuesday then.

(Finish up sale!)

### Obtaining Referrals

(Obtaining a Referral from a Skin Care Class)

"I have really enjoyed our time together today! You are all so much fun! I would appreciate it if you could help me with something. I have set a goal for myself this week of sharing these products with 5 people who have never experienced Mary Kay products. I know all of you have friends that are just as busy and stressed out as most of you are, and I'd love to share with them the same time saving, anti-aging products I've shown you today. We all want to take care of our skin and look our best, don't we? If you have any friends I can contact and share these great products with, please let me know at our one-on-one consultation here in a few minutes."

### **Obtaining Referrals-Cont.**

(When Calling a Referral)

"Hello, \_\_\_\_\_-. My name is \_\_\_\_\_, and I'm a Mary Kay Independent Beauty Consultant. Last night I met your friend, \_\_\_\_\_, at one of my product reviews. Do you have a minute?

\_\_\_\_\_ told me you both \_\_\_\_\_ (State how they know each other). Well, I helped her with some great products I have and we fit it all into one little makeup bag. Does that sound like something that you might be interested in? \_\_\_\_\_, do you have an Independent Beauty Consultant who provides you with personalized beauty and skin care service?

If She Says No	If She Says Yes
<p>Well, _____, thought you deserved a special treat. So, I'd love to offer you a complimentary facial and show you those fabulous products I told you about. There is no obligation to buy anything, I would just like to share some Mary Kay products with you and get your opinion on them. Can I schedule a facial for you this week?</p> <p>Well, we have lots of great products I think you're really going to like. Would it be better for me to meet with you, the beginning or end of the week? Morning or afternoon? Why don't we schedule your appointment for _____ then. Oh, and by the way, if you'd like to share your time with a couple of your friends who you think would also enjoy a complimentary facial, I'll have a special gift for you. Wouldn't that be great? Great! I'll call you tomorrow evening to see what you'd like to do."</p>	<p>I'm glad to hear that! I'm sure she can set you up with those time saving products then. Your Beauty Consultant is a great source if you ever have any questions. I'm sure she provides you with great service and I don't want to interfere with that relationship. Thank you for your time. I hope you have a wonderful day!</p>

### **Warm Chatter Dialogue**

"Excuse me, I'm sorry to bother you, but your eyes look so great! Do you mind if I ask what makeup you are wearing?" (Wait for response) "Well, it really looks good. It took me forever to learn how to put eyeliner on and yours just looks flawless."

"You look so put-together. My name is \_\_\_\_\_ and I recently became a Mary Kay Independent Beauty Consultant. Since you look like you know quite a bit about cosmetics, would you mind if I get your opinion about Mary Kay products? I love our cosmetics and I am always curious to see how they compare to people's favorite brands."

"We also have a great skin care line. If you are available, I'd love to get your opinion about how your skin feels after a facial, and of course, find out what you think about Mary Kay makeup compared to what you are currently using. Do you have some time this week or next to help me out?

Great! How about \_\_\_\_\_ around \_\_\_\_\_. (Get contact info) \_\_\_\_\_ it's so good to meet you. I'll see you on Friday. Thank you for your help! And I'll have a special gift and samples for you"

### **Booking Tentative Dates**

Well, \_\_\_\_\_, I just know you're going to love your new skin care products. And I can't wait to set up your color appointment. You seemed really excited when I showed you the color looks in the Look Book."

"\_\_\_\_\_, I know you're busy this week, but when we do get together, wouldn't you want your friend, \_\_\_\_\_ to get credit for it?

Let's do this, why don't we set a tentative date with the understanding that if something comes up, we can reschedule it? This would mean that I can give \_\_\_\_\_ credit for you booking tonight and then we can work around your schedule. I know it can be tough when you juggle a career, family, and friends! Great! You don't need to worry about calling, I'll call you on Monday and see how your schedule looks

# Exemplifying the Mary Kay Image

## Mary Kay Professional Attire

With each career level, you change business attire and pins.

### Mary Kay Consultant:

Dress or Business Suit, black or neutral hose, and closed toed black dress shoes. Mary Kay logo pin.

### Mary Kay Senior Consultant:

Same attire as MK Consultant with MK Senior Consultant Pin Enhancer.

### Star Recruiter:

Black skirt, white blouse, RED Jacket w/ MK Star Recruiter Pin Enhancer.

### Team Leader:

Same attire as Star Recruiter except Team Leader Pin Enhancer is worn.

### Grand Achiever:

Same attire as Team Leader parked proudly in that brand new bright red car!

### Future Sales Director/DIQ:

Black skirt, BLACK blouse (DIQ only), RED Jacket with Future Sales Director Pin Enhancer and/or optional scarf, black or neutral hose, and black dress shoes.



**The Ladder of Success pin designating Star Consultant status and the Power Start pin may be seen on any MK Consultant or Director. These pins can be awarded to any career level as they are earned.**

**Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette.**

## FASHION ETIQUETTE

1. Wear hose that are the same color as the hem line or a neutral or natural color.
2. Wear shoes that match or coordinate with business attire. Shoes should never be lighter than color of Hem line. (Ex. Don't wear white shoes, white hose, and black skirt).
3. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, etc.
4. Purse or Briefcase should be professional looking. Black or Neutral color such as Brown leather will look more professional.
5. Wear a hair style that compliments your facial features. Preferably an up to date style and off your face. Have you received a compliment recently? If not consider a different hair stylist.
6. Even though fragrance is part of our business, it should be subtle. A lot of customers and fellow consultants are allergic or bothered by strong fragrances.
7. Nails should be clean and well manicured. Nail color should match your attire or a clear nail polish should be applied.

## MEETING ETIQUETTE

1. Always arrive 10 to 15 minutes early to all events, meeting, and appointments.
2. Mary Kay attire should be worn to business events, meetings, etc.
3. Arrive with a 100% positive attitude and language.
4. **Try to bring guests to all events. They deserve it!**
5. Socializing with fellow consultants should be done before and/or after meetings or events.
6. Talking and disrupting the meetings are rude and disrespectful to the speaker and/or Director.
7. Chewing gum during meetings and/or events is distracting. Mints and/or hard candy are suggested.
8. Electronic devices such as cell phones and pagers should be silenced during meetings and events. Excuse yourself completely before placing or answering a call.
9. Children should not be brought to meetings and/or events unless they are over the age of 18 and/or a recruit prospect. Talk to your Director regarding nursing infants.
10. Cheer and applaud in the same manner you would like others to applaud or cheer for you.