

# Pink BOOT CAMP

## For Lauchlan Unit HN72



Earn the Mary Kay Pendant when you:

- 1) Complete all 4 videos.
- 2) Answer the questions in this packet on the title page of each session and Vox a picture to Leah.
- 3) Complete the challenges with all 4 sessions listed on this page.



### SESSION 1

## Booking, Coaching and Pre-Profiling

Challenge: Fill out the Contact List and Vox Leah a picture when it's complete.

### SESSION 2

## Mastering the Flip Chart to hold a MK Party

Challenge: Print the Flip Chart in color and fill in your I-Story. Vox Leah a picture of your I-Story when complete.

Challenge: Watch these 2 additional videos: "Your New Best Girlfriend, The Flip Chart" and "Mastering the Individual Consultation"

### SESSION 3

## Team Building

Challenge: Complete your first 5 Career Surveys with Leah to earn your Pearl Earrings.

### SESSION 4

## Business Management

Challenge: Fill out the Weekly Plan Sheet with your "ideal" Mary Kay Schedule and Vox Leah a picture when it's complete.

#unleashed

# Booking COACHING AND PRE-PROFILING



Fill out these questions after watching the video with this section and Vox a picture of your answers to Leah.



## SESSION 1

- 100 No's
- 36 in 36 Challenge
- Scripts
- Mary Kay Contact List  
(Vox a picture to Leah)
- Individual Consultation

Challenge: Fill out the Contact List and Vox Leah a picture when it's complete.

1) What one thing stuck out to you the most in this section? \_\_\_\_\_

2) What are you excited to take action on in your business, based on what you learned in this section? \_\_\_\_\_

3) What feels most challenging about this section? \_\_\_\_\_

4) What is your next most effective step in mastering the skill in this section? \_\_\_\_\_

# 100 NO'S



**Get 100 Big, fat NO's!!** Sounds crazy, but it was a huge mental shift for me! I struggled with getting on the phone to book parties because I was afraid to get a "no" but then got an idea to get to get my 100 no's! When you're consistently hearing "no" it means you're hearing "yes", too!

**1** Make a list of customers, friends, family that you would like to invite to a meeting/event OR book a party/facial with.

**2** Organize these people into A/B/C groups. "A" for people that you know will probably say yes! "B" for people you're not sure about. "C" for people on your chicken list! LOL! Have a script ready to use. Ask your director if you need help developing a script..


# THE 36 IN 36 CHALLENGE

Use the samples in your Starter Kit to have 36 people try Mary Kay products in 3 to 6 days!



**BOGO** THIS WEEK ONLY  
Buy 1, Get 1 25% OFF!

Have 10 people try our **ULTIMATE MASCARA** using the wands in your kit. Have each person sign the sheet after they try the product.



	LIKE IT	LOVE IT	WANT IT

**\$29** THIS WEEK ONLY!  
\$35 Value!

Have 10 people try all 3 steps of our **SATIN HANDS SET** using the samples in your kit. Have each person sign the sheet after they try the product.



	LIKE IT	LOVE IT	WANT IT

**\$49** THIS WEEK ONLY!  
\$55 Value!

Have 6 people sample both steps of our **MICRODERMABRASION SET** using the samples in your kit. They can sample it on the back of their hand or on a small portion of their face. It's ideal to have them sample it on their entire face after cleaning and to rinse with a wash cloth or at a sink with water.



	LIKE IT	LOVE IT	WANT IT

**BOGO** THIS WEEK ONLY  
Buy 1, Get 1 25% OFF!

Have 10 people try our **LIP GLOSS** using the samples in your kit. Have each person sign the sheet after they try the product.



	LIKE IT	LOVE IT	WANT IT





## Book 12 Parties to Hold 6

### Power Start Day 4

#### VOICE MAIL

Hi Emily it's Leah! Just wanted to follow up real quick about the pampering session and the gift card I have for you. I'd love to get together to get your opinion of the products and to get some practice in! I know you're super busy so I will follow up in a few days

#### TEXT

Hi Emily! Just wanted to check back in real quick about my voicemail. I didn't hear back from you & wanted to make sure you heard it. Can't wait to fill you in on the details!

### Power Start Day 1

#### VOICE MAIL

Hi Emily it's Leah! I'm calling for 2 reasons. First of all, I got a little crazy and started my own Mary Kay business. Secondly, my Director challenged me to book my 1st 12 pampering sessions and I thought of YOU because \_\_\_\_\_ (sincere compliment). You get a \$10 gift card to spend just for letting me borrow your face for my practice and \$10 for every friend you bring up to \$50 free. Text me back and let me know what you think and we can go over details! (If you catch her live on the phone you would continue the script with telling her your availability, "I hold my appointments on Monday's & Saturday's, what works best for you?")

#### TEXT

Hi Emily! I left you a quick voicemail and wanted to make sure you received it. You were on the top of my list to call. Let me know what you think! I will follow up in a few days.

### Power Start Day 7

#### VOICE MAIL

Hi Emily, it's Leah! Just wanted to follow up one last time about your pampering session. If I don't hear back from you I will assume you're super busy and I will follow up a couple months from now!

#### TEXT

Hi Emily! Just wanted to try one last time to connect about the pampering session. Text me today if you're interested and we can go over the details. If I don't hear back I will assume you're super busy and I'll follow up in a few months!

# Scripts

## CONT'D

★★★

### Turn the Facial into a Party

"A fun thing about your appointment is that you can invite your most favorite girlfriends. You receive a \$10 gift card and an additional \$10 for every friend, up to \$50 free. What do you think about inviting some friends?"

### Initial Coaching to get the Guest List

"Ok, I'm really excited! Thanks for your support with this goal. I will take care of all the work so you don't have to worry about it; the only I need from you is a list of girlfriends you want to invite and I will take care of everything else. I have some cute invites I will send to your friends. You earn \_\_\_\_ (fill in your promotion) for having 4 friends over 18 attend the appointment... to have 4 show up you usually need to invite 15-20! The next thing we need to do is follow up in 24 hours to confirm the date and at that time, I will get your list of girlfriends to get the invitations sent to them. Would tomorrow evening be a good time for me to follow up with you *(set a specific time)?*

### Confirmation Call

24 Hours Later

- Confirm the date
- Get her guest list
- Ask her questions at the top of the "Party Sheet" to pre-profile her

### Pre-Profiling Voicemail

Use this to call the people on your hostess guest list before the party

Hi, \_\_\_\_! This is Leah, I am friends with Jane Doe and I am the Mary Kay lady doing Jane's party on Friday! I wanted to call to introduce myself and ask a few questions about your skin and makeup preferences so I can come prepared. We are going to have a lot of fun and it will be super chill and a relaxing night in. We will do a Satin Hands treatment 10 minutes before the party starts and I will bring a goodie bag of samples for everyone who comes! Can't wait to meet you! *\*Send a follow-up text to let her know you left a voicemail.*



# Mary Kay CONTACT LIST ★★★

Think of everyone in the world who knows your name and face: family, extended family, in-laws, high school and college friends, the girl at the bank, the girl who does your hair, etc.

1.	26.	51.
2.	27.	52.
3.	28.	53.
4.	29.	54.
5.	30.	55.
6.	31.	56.
7.	32.	57.
8.	33.	58.
9.	34.	59.
10.	35.	60.
11.	36.	61.
12.	37.	62.
13.	38.	63.
14.	39.	64.
15.	40.	65.
16.	41.	66.
17.	42.	67.
18.	43.	68.
19.	44.	69.
20.	45.	70.
21.	46.	71.
22.	47.	72.
23.	48.	73.
24.	49.	74.
25.	50.	75.



# MASTER THE INDIVIDUAL CONSULTATION

**After the Roll Up Bag Close you will want to meet with every guest to do an individual consultation.**

- Select a private spot away from the table to conduct Individual Consultations. Put all your supplies (money bag, sales tickets, Look books, "goody bags", date book) in that spot so you can't chicken out and just do these around the table with the group.
- Memorize this and practice saying the words out loud.
- Ask ALL questions to ALL guests (don't prejudge).
- Have 20 seconds on INSANE COURAGE and just do it; this is where you get RESULTS.
- Ask who needs to leave 1st and start with her. If no one, select the "sparkler" and then go back and forth to the table to grab the next person.
- Have each guest bring her "Party Sheet" and roll up bag with her.

## ICEBREAKER QUESTIONS

1. Did you have a good time tonight? (nodding your head)
2. How does your skin feel? (touch your cheek)
3. What part of the Ultimate Miracle Set did you enjoy the most?



## SELL SETS

\*Get her "Party Sheet" from her so you have her answers.

1. Of the 3 sets featured tonight, what would you love to have show up in your bathroom tonight?
  2. Girl, you deserve it! Is that something you would like to take home with you (or order) tonight?
- If yes, "Let's look at your wish list, what additional products from this list would you like to add?" (mention products she wrote down)
  - If no, ask, "What products would you like tonight?" THEN "What do you think about earning these for free?" (book her as a hostess)
  - If you sense she really wants a set but money is an issue, ask, "Would a payment plan make the Ultimate Miracle Set an option for you tonight?" (collect half that night and split the other half into 2 or more future payments)

## COACHING TO GET THE GUEST LIST

"For your party, I will do all the work! All I need from you is a list of girlfriends you want to invite and I will send them a list of girlfriends with all the details. You do earn free products (or a gift) when you have 5 women over 18 attend. To have 5 show up, you'll need to invite around 15-20." (Look at her "Fabulous Friends" game and give her a chance to add more names if she doesn't have 20 down. Set a time to confirm the appointment the next day (see script above).)

## BOOK 2+ CAREER SURVEYS

(Look at her YES SURE or NO response on her "Party Sheet")

If she's a YES or SURE say, "Thank you for helping me with my goal to get the opinion of my customers about our opportunity! I really appreciate it! All you have to do is watch an 18 minute YouTube video and let me know what you think about it. And think of a couple of questions, which helps me with my training. I will text it to you now (have a saved text ready to copy/past and send to her). I promise you'll like it. To follow up after you watch the video, how's tomorrow for you? Or is the next day more what you were thinking?" (Book a specific time for a call or coffee in the next 48 hours)

If she circled NO, use your discernment. If you really like her and she's sharp, say, "Awwwww, are you sure I can't get your opinion of the Mary Kay opportunity?! Ha ha! I'd love to get your feedback. Are you open to watching a YouTube video and letting me follow up with you?"

## BOOK 2+ FUTURE PARTIES

Look if she circled DEAL or NO DEAL, but regardless of her answer, still attempt to book her.

"Ok, for your 2nd appointment, I have Thursday's and Saturday's (insert your 2 preferred days for parties) available, what works best for you? I would love love to put a customized color look together for you and teach you how to apply it."

If YES, select a date and time within the next 2 weeks by giving her 2 options until you narrow it down to one. After selecting the say ask, "What do you think about inviting friends - it makes it really fun and you earn a lot of free product, we treat our hostesses really well!"

- If YES, go over your hostess program and coach her (see script below) to create a list of 20 girlfriends she wants to invite (she could possibly already have 20 written down from the "Fabulous Friends" game). Set up a specific time the next day to confirm the appointment - "What we will do next is confirm this tomorrow, just to make sure the date works well and we can finalize your guest list at that time. What works better for you, lunch time or later in the evening?"

- If NO to the 2nd appointment, book her as a guest to your meeting to be in your Model Portfolio. "That's totally fine. What about this... I'd love to feature you in my Model Portfolio. What about coming to my makeup workshop sometime for that? It's a super fun girl's night out and you don't have to clean your house. Would a Tuesday night or Saturday morning work better for you?"

#unleashed

## BOOK 2+ GUESTS TO YOUR MEETING/EVENT

(this is super easy if you've already invited everyone at the table)

"I would love to feature you in my Model Portfolio! My makeup workshops are on Tuesday evening or Saturday morning - what works best for you?" Coach her on what to expect at the meeting (make sure she knows she'll learn more about the business opportunity) and ask if she wants to bring friends.



# Mastering THE FLIP CHART TO HOLD A MK PARTY



## SESSION 2

- Party Outline
- Full Circle Defined
- Party Sheet
- Hostess Program
- Pampering Session

Challenge: Print the Flip Chart in color and fill in your I-Story. Vox Leah a picture of your I-Story when complete.

Challenge: Watch these 2 additional videos: "Your New Best Girlfriend, The Flip Chart" and "Mastering the Individual Consultation"

1) What one thing stuck out to you the most in this section? \_\_\_\_\_

2) What are you excited to take action on in your business, based on what you learned in this section? \_\_\_\_\_

3) What feels most challenging about this section? \_\_\_\_\_

4) What is your next most effective step in mastering the skill in this section? \_\_\_\_\_

# PARTY OUTLINE

## I. SET UP

- a. Place for Individual Consultations
- b. Satin Hands + Party Sheet
- c. Prep Hostesses look
- d. Fill trays + match foundation

## II. WELCOME

- a. Thank Hostess & Present Gift
- b. Guest Introductions

## III. I-STORY

- a. Agenda (3 parts to the party)
- b. Mention 1<sup>st</sup> of 2 appointments

## IV. TICKET GAME

## V. MIRACLE SET PRESENTATION

- a. Hostess tries Microdermabrasion

## VI. SATIN LIPS

- a. Fabulous Friends Game

## VII. CC CREAM

## VIII. DASH-OUT-THE-DOOR LOOK + HOSTESS LOOK

## IX. COMPLIMENT TIME

- a. Invite to be in Model Portfolio

## X. REVIEW HOSTESS PROGRAM POSTCARD

## XI. CLOSE THE ROLL UP BAG

## XII. 8 CLOSING QUESTIONS

- a. Deal & No Deal
- b. YES SURE or NO

# Working your Skin Care Class and Business **FULL CIRCLE!**

## 1. Lead Generation

25+ NEW leads  
per week  
is minimum

## 2. Strong Booking Skills & Habits

always maintaining a  
PartyX8 or PartyX12

## 3. Confident Coaching & Pre-Profiling

## 4. Flip Chart Mastery

from start to finish,  
no stone unturned

## 5. Individual Consultation Mastery

2+2+2+2  
RESULTS

## 6. Perfect 12 Program Weekly Focus

## 7. Career Survey Mastery

## 8. Product Knowledge & Personal Use

## 9. Systems for Follow-Up & Customer Service

## 10. Event & Meeting Attendance

show up to go up

## 11. Effective Goal Setting & Execution

## 12. Consistent Communication with your Director/NSD

#unleashed



**we LOVE**

getting to know YOU!

please tell us a little about yourself



NAME: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_  
 CELL: \_\_\_\_\_ ANNIVERSARY: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Hair Color: \_\_\_\_\_ Eye Color: \_\_\_\_\_ Skin Tone: **Pink Yellow Olive Brown Deep-Brown Black** (circle one)

Is your skin **Dry Normal Oily** (circle one) For foundation coverage, do you prefer **Light Medium Full None** (circle one)

What's **one** thing you would change about your skin? \_\_\_\_\_

What **products** are you currently most interested in? \_\_\_\_\_

Whom may I contact about **gift-giving ideas**? NAME: \_\_\_\_\_ CELL: \_\_\_\_\_

Who **referred** you? \_\_\_\_\_



You can give away gift cards  
to your fabulous friends!



# Fabulous Friends Game

Which would you prefer to  
get for FREE? a Mascara  
or Eye Makeup Remover?



Circle One

**Fill out 10 lines and receive 50% off! All 20 lines = FREE!!!**

WHAT WOMEN DO YOU  
KNOW WHO ARE LEADERS?

WHAT WOMEN DO YOU KNOW  
WHO GO ABOVE & BEYOND?

WHO DO YOU KNOW  
WHO TRULY LOVE PEOPLE?

WHO DO YOU KNOW  
WHO IS COMPETITIVE?

1. \_\_\_\_\_  
NAME & CELL

2. \_\_\_\_\_  
NAME & CELL

3. \_\_\_\_\_  
NAME & CELL

4. \_\_\_\_\_  
NAME & CELL

5. \_\_\_\_\_  
NAME & CELL

6. \_\_\_\_\_  
NAME & CELL

7. \_\_\_\_\_  
NAME & CELL

8. \_\_\_\_\_  
NAME & CELL

9. \_\_\_\_\_  
NAME & CELL

10. \_\_\_\_\_  
NAME & CELL

11. \_\_\_\_\_  
NAME & CELL

12. \_\_\_\_\_  
NAME & CELL

13. \_\_\_\_\_  
NAME & CELL

14. \_\_\_\_\_  
NAME & CELL

15. \_\_\_\_\_  
NAME & CELL

16. \_\_\_\_\_  
NAME & CELL

17. \_\_\_\_\_  
NAME & CELL

18. \_\_\_\_\_  
NAME & CELL

19. \_\_\_\_\_  
NAME & CELL

20. \_\_\_\_\_  
NAME & CELL





\$64 value

**\$58**

### Basic Set

plus CC Cream

TimeWise Cleanser  
TimeWise Moisturizer  
CC Cream



\$130 value

**\$99**

### Miracle Set

plus CC Cream

TimeWise Cleanser  
TimeWise Moisturizer  
TimeWise Day Solution  
TimeWise Night Solution  
CC Cream



\$256 value

**\$199**

### Ultimate Set

plus CC Cream

Microdermabrasion Plus Set  
Firming Eye Cream  
TimeWise Cleanser  
TimeWise Moisturizer  
TimeWise Day Solution  
TimeWise Night Solution  
Roll-Up Bag  
CC Cream



\$358 value

**\$299**

### Ultimate Repair Set

plus CC Cream

Microdermabrasion Plus Set  
TimeWise Repair Set  
Roll-Up Bag  
CC Cream



**Fill in your answers to be entered  
to win a \$100 Visa Gift Card!**

discover what you  
**LOVE**

1) If money were no object, what Skin Care Set above would you love to have show up in your bathroom tonight?

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2) Create your "wish list" - of all the products you tried today, which would you like to add to your list?

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3) For your 2nd appointment, you can get your own customized look using our professional set. When you share it with friends, you earn Hostess Credit.

circle one: DEAL or NO DEAL

4) From everything you've learned about the Mary Kay business opportunity what is most appealing?

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5) What do you need more of in your life right now?

circle one: FUN/GIRLFRIEND TIME

MONEY

FLEXIBILITY

MAKING A DIFFERENCE IN SOMEONE'S LIFE

6) On a scale of 1 - 10, rate your interest level in the business opportunity.

NEVER 1 2 3 4 • 6 7 8 9 10 SIGN ME UP NOW!

7) What would have to change/happen for you to be a 9 or 10?

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8) I have a goal to get the opinion of 12 customers this month about the business opportunity. Are you a

circle one: YES SURE NO

- ✓ \$20 - holding on the original date
- ✓ \$20 - list of 15+ girlfriends to invite
- ✓ \$20 - 5 guests 21 or older who don't have a MK Consultant
- ✓ \$20 - \$225 in sales at the party
- ✓ \$20 - \$100 in outside orders (friends who can't come)
- ✓ 2 bookings at your party = Skinvigorator Brush FREE

**If it's FREE it's for me!**

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**If it's FREE it's for me!**



Join us for a

Girls  
Night In!



**At my Mary Kay kickoff party!**



**When?**

**Where?**

Join us for a

Girls  
Night In!



**At my Mary Kay kickoff party!**



**When?**

**Where?**

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Girls  
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**At my Mary Kay kickoff party!**



**When?**

**Where?**

Join us for a

Girls  
Night In!



**At my Mary Kay kickoff party!**



**When?**

**Where?**

# Team BUILDING



## SESSION 3

- Career Path Move Up In Red
- Red Jacket Tracking
- Pearls of Sharing
- Recruiting is a Layering Process
- Career Survey Outline
- Effective & Impactful Career Surveys
- How We Roll
- DISC Information

Challenge: Complete your first 5 Career Surveys with Leah to earn your Pearl Earrings, AND take the DISC test and Vox a picture to Leah.

1) What one thing stuck out to you the most in this section? \_\_\_\_\_

2) What are you excited to take action on in your business, based on what you learned in this section? \_\_\_\_\_

3) What feels most challenging about this section? \_\_\_\_\_

4) What is your next most effective step in mastering the skill in this section? \_\_\_\_\_



MARY KAY®

# Career Path



## Sales Director and above

24+ Unit Members  
9-13% Unit Commission +  
9-13% Personal Team Commission +  
Bonuses starting at \$500/m and much more!  
\$100 Bonus each qualified New Team Member

## DIQ (Director in Qualification)

10+ Active Team Members  
Star Consultant consistency  
9-13% Personal Team Commission  
\$50 Bonus each qualified New Team Member

## Car Driver (Grand Achiever)

14+ Active Team Members + production  
4 months to qualify  
9-13% Personal Team Commission  
\$50 Bonus each qualified New Team Member

## Future Director

8+ Active Team Members  
9-13% Personal Team Commission  
\$50 Bonus each qualified New Team Member

## Team Leader

5+ Active Team Members  
Eligible to go On-Target for earning Career Car  
9-13% Personal Team Commission  
\$50 Bonus each qualified New Team Member

## Star Team Builder

3+ Active Team Members  
Eligible to wear the coveted Red Jacket  
4% Personal Team Commission  
\$50 Bonus with 4th qualified New Team Member

## Senior Consultant

1-2+ Active Team Members  
4% Personal Team Commission

## Independent Beauty Consultant

Star Consultant, Company and Unit Prizes  
Bonus Products  
These Benefits + more as you advance Career Path.  
50% discount on all Section-1 products.  
50% profit with each customer product purchase.

It's all about

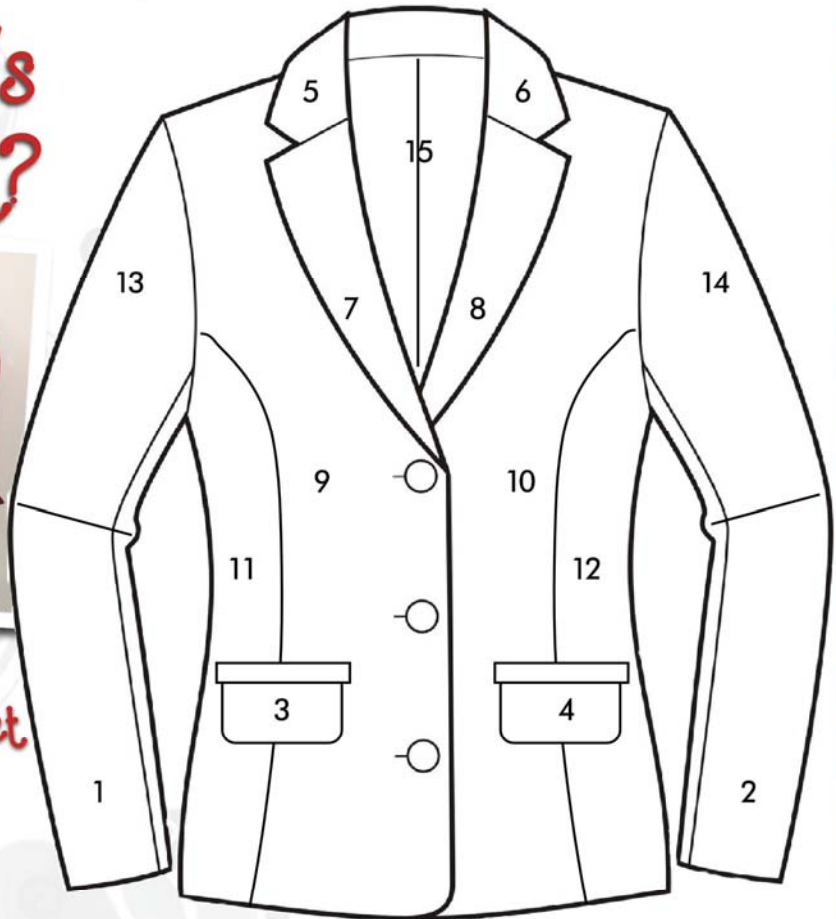
# THE RED

15 Career Surveys to YOUR Red Jacket!

Who's  
Next?



Which jacket  
will you  
choose?



Color in the numbered areas and write down names as you finish a Career Survey!

Name/Number

1 \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_

Name/Number

6 \_\_\_\_\_  
7 \_\_\_\_\_  
8 \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_

Name/Number

11 \_\_\_\_\_  
12 \_\_\_\_\_  
13 \_\_\_\_\_  
14 \_\_\_\_\_  
15 \_\_\_\_\_

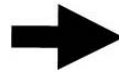




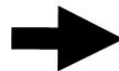
Consultants!! Earn some

# PEARLS

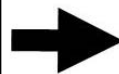
**5 CAREER SURVEYS**  
COMPLETE 5 CAREER SURVEYS  
TO EARN YOUR  
PEARL EARRINGS



**5 MEETING GUESTS**  
HAVE 5 GUESTS ATTEND YOUR  
WEEKLY MEETING TO EARN  
YOUR PEARL BRACELET



**1 QUALIFIED NEW**  
ADD 1 NEW QUALIFIED NEW TEAM  
MEMBER TO EARN YOUR PEARL  
NECKLACE



*You've got this!*

# RECRUITING IS A LAYERING PROCESS



NAME & PHONE NUMBER	HAS TRIED PRODUCT	HOSTESS	PREFERRED HOSTESS	ATTENDED QUEST EVENT OR WEEKLY MTG	LISTENED TO CHOICES CD, LEAH'S VIDEO OR SHAW HOTLINE	CAREER SURVEY
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						



# Effective and Impactful Career Surveys



Here's a list of possible questions to ask during a Career Survey. You don't necessarily need to ask all of these questions in this order - this is a basic guideline to follow.

- Ask open-ended questions that engage our customers. We create objections with close ended questions.
- People do not object to their own answers, they object to our statements, so let's learn to ask effective and engaging questions to honor and serve our customers with their Mary Kay experience.
- We want to find a need and fill it - the only possible way to do this is by asking questions.
- You will want to talk 20% of the time and listen 80% of the time - this will help to establish trust when they have an opportunity to "be heard".
- The goal is not necessarily to CLOSE the prospect, but to OPEN a relationship of trust.

Take notes about your conversation here. Repeating people's words back to them can be powerful.

"What inspired you to meet (or talk) with me today?"  
OR "What compelled you to have this conversation?"

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"What was most interesting about the video you watched?" OR "What resonated with you about what you learned from the video?"

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"I'm curious, what is most important to you?  
The Top 3."

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"What do you believe your strengths are?"

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"How do you see yourself benefiting from this business opportunity?"

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"How would this opportunity serve you and your family?"

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We have 3 pricing options: 1) Retail price for purchasing as a customer. 2) Discounts for allowing me to pamper your friends and family. OR 3) At cost when you wear it and share it. What appeals to you the most?"

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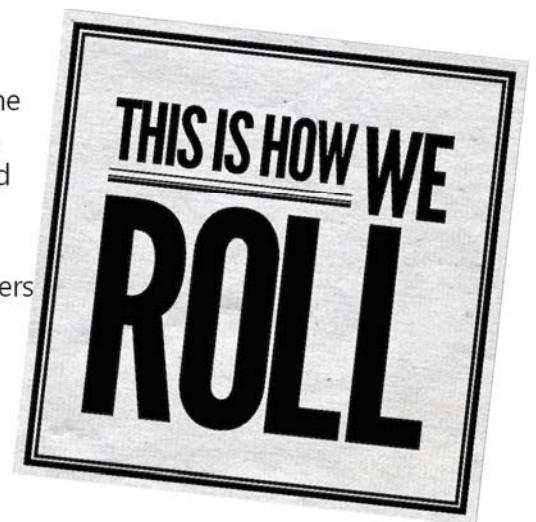
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\*See the document "Overcoming Objections with Coaching" by Charlotte Goodykoontz, which is a tool to effectively close the agreement during the career survey.

When we go to big events, people are watching **YOU** because they know the area that you're apart of. We have a reputation of excellence... at the events we have been to this year I have noticed that our area is always on-time and the 1st in line, always the best dressed, always a positive attitude, always applauding others when they're recognized. Seriously, you ladies are a cut above the rest and you carry yourself with such excellence! I notice and others notice! Of course, we want to continue with a reputation of excellence sooooo...**THIS IS HOW WE ROLL!**



## Unleashed Area Meeting and Event Etiquette



### GIVE A GIRL THE RIGHT SHOES AND SHE CAN CONQUER THE WORLD - Marilyn Monroe

Here are some other tips on attire... along with a skirt or dress, you'll also feel your best when you're makeup is on and your hair is done. Remember, we're in the beauty industry and we sell makeup! As a rule of thumb, you'll want to wear tights or leggings in the winter. Let's keep the cleavage and thighs to a minimum! he he! Jewelry and tasteful accessories complete every outfit! Heals make your legs look longer and more sexy! When we look our best it gives us confidence and allows us to focus on others instead of ourselves... **IT'S JUST HOW WE ROLL!**

### BETTER 3 HOURS TOO SOON THAN A MINUTE TOO LATE. - William Shakespeare

Although it applies in other areas of life, there's no such thing as fashionably late in Mary Kay. "Punctuality is the soul of business," said T. Haliburton. The definition of on-time: 15 minutes early! When you're on-time you avoid a lot of stress - it's hard to be present in the moment and focus on others when you're flustered from being late. Arrive at every meeting at least 15 minutes early. At larger events, at least 30 minutes early. You get better seats when you're on time and winners sit in the front... **IT'S JUST HOW WE ROLL!**

### THE BEST DRESSED PERSON IN THE ROOM IS THE MOST RESPECTED PERSON IN THE ROOM.

Mary Kay attire is a professional skirt or dress. Even though Corporate America has relaxed into pant suits, we continue to bare our legs and strut our stuff, because it's professional and feminine and it's a standard that Mary Kay Ash set when she started this company. You will feel your best and act your best when you're looking your best and it sets you apart from the crowd. Everyone will take you more seriously as a beauty consultant and as a business owner when you have a professional skirt or dress on. You will turn heads in the grocery store, you will feel confident approaching a sharp woman and your husband will look forward to you getting home! This attire is a standard we have in our company and in our unit... **IT'S JUST HOW WE ROLL!**

### I LOVE HEARING MY AUDIENCE BREATHE. - Adele

When we're at meetings and events, we are the AUDIENCE! How we act as an audience has a big impact on the presenter. As an audience we can enable the presenter to give her best presentation because she feeds off the energy (or lack of) from the audience. Here's a quick list for Audience-Etiquette: SMILE, make eye contact, nod in agreement, laugh at jokes, pay attention, don't talk, for Pete's sake, turn your cell phone on silent, DON'T TEXT and please, please, please don't answer your phone when someone is in the front of the room presenting (this should go without saying, but it needs to be said). Do not MOVE or BREATHE when information about the business opportunity is being presented. Make it a goal to GIVE ENERGY to the person at the front of the room... **IT'S JUST HOW WE ROLL!**



**NEVER WILL I SCRATCH FOR EXCUSES TO GOSSIP... WHEN I AM TEMPTED TO CRITICIZE I WILL BITE ON MY TONGUE." - Og Mandino**

We have a ZERO tolerance policy for gossip, negativity, complaining, whining, excuses, drama, etc. Period. Let people know you for your SUCCESS story, not your sad story... **IT'S JUST HOW WE ROLL!**

**MORE AND MORE I WANT CONSISTENCY RATHER THAN THE HIGHS & THE LOWS. - Drew Barrymore**

Regarding your attendance to our weekly meetings, be CONSISTENT. Consultants who attend consistently make more money and move up more quickly. Don't get into the start/stop, high/low, on/off roller coaster cycle. Just be consistent and you'll see results... **IT'S JUST HOW WE ROLL!**

**HAVING A CHILD IS SURELY THE MOST BEAUTIFULLY IRRATIONAL ACT THAT TWO PEOPLE IN LOVE CAN COMMIT. - Bill Cosby**

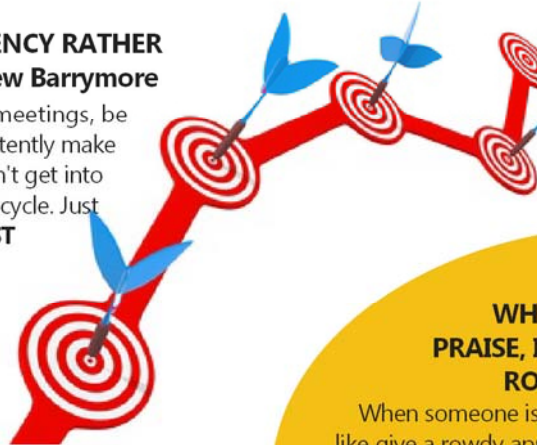


We love the little ones, but a MK event is NOT an appropriate place for children. Make sure your guests know this - it's better that she doesn't come rather than bring the babies because of the distraction it can cause for others. Our goal is to create a fun, stress-free, pampering environment for women...

**IT'S JUST HOW WE ROLL!**

**DO NOT DWELL IN THE PAST...CONCENTRATE THE MIND ON THE PRESENT MOMENT. - Buddha**

Leave your worries and stress at the door and enjoy the moment. Be others-focused. Introduce yourself to a stranger. Sit by someone you don't know. Compliment someone. Listen more than you talk. Ask questions more than you give answers. Ask if someone needs help with their guests. Help keep the room clean and tidy. Smile. Introduce new consultants to seasoned consultants. Look for the good in everyone... **IT'S JUST HOW WE ROLL!**



**WHEN I AM MOVED TO PRAISE, I WILL SHOUT FROM THE ROOFS. - Og Mandino**

When someone is being recognized CLAP & APPLAUD, like give a rowdy applause, not just a few lame claps; maybe even shout "woo-hoo"! When you're not paying attention or texting or talking or shuffling papers and organizing your supplies while someone else is being recognized, she may as well not even be recognized; it's soooooo incredibly rude to not give your full attention to someone who is being recognized. Treat others the way you would want to be treated...

**IT'S JUST HOW WE ROLL!**



**FORTUNE FAVORS THE PREPARED MIND. - Louis Pasteur**

Come with ALL the products and supplies you need and be organized about it. Every now and then we will forgive you if you forget something and have to borrow it, but it should not be a habit. Take responsibility to know what you need and bring it. Always bring a notebook and pen to take notes. All your guests should be facialed and have foundation on when the meeting starts, so watch the time and have your guests ready to give their full attention. For crying out loud, bring HOSTESS PACKETS & INFORMATION ABOUT THE OPPORTUNITY so you can close your guests! Preparation and organization are your friends... **IT'S JUST HOW WE ROLL!**





## HOW TO BE AN "AUDIENCE CHAMPION"

Have you ever done a Skin Care Class and it looked like everyone was really bored or uninterested or possibly even not listening to you? Well that's probably because they haven't been taught how to be an "audience champion" like we have learned to do in Mary Kay. Most people's "listening-facial-expression" is a look of boredom, even if they're not bored. So you actually have to put effort into NOT looking bored. When you are an audience champion you give energy to the speaker and energy to the room. So here are

a few tips you can practice at the upcoming Mary Kay event...

- Sit up straight, uncross your arms & make eye contact with the speaker
- SMILE & nod your head; laugh at her jokes & participate when asked (remember, don't use your normal "listening expression" because then you'll look bored and that is discouraging to the speaker)
- ABSOLUTELY no texting.
- Applaud loudly and enthusiastically; recognize others the way you would want to be recognized on stage & try to make everyone feel like a million bucks with your

applause; remember, you can either give energy to the room or take it away, so be an energy-giver.

- There will be opportunities (publicly & privately) to affirm the speaker/teacher – take advantage of this opportunity to breathe words of life and affirmation and encouragement into her. It takes courage to teach in front of a group, so don't miss your opportunity to thank & affirm her.

## MARY KAY ATTIRE DEFINED

*Why do I have to wear a skirt?* Mary Kay attire is a professional dress or skirted outfit. Mary Kay Ash wanted women to be successful businesswomen, while being feminine and without having to "be like men" so a dress or skirted outfit it both feminine and professional. And when you're looking good, you feel more confident and have more energy to focus on others. That's why we wear skirts!



*What in the world is "snappy casual"?* Throughout the year we have a few Mary Kay events where the attire is "snappy casual", which means that slacks are an option – you can still wear a skirt but nice slacks are also appropriate. Snappy casual is what you would probably wear to a business related dinner date, so it's dressy and professional and "put together", but a little bit more casual than our normal Mary Kay attire and slacks are an option. Jeans and flip-flops would NOT be considered snappy casual.

*Hair, Heels, Makeup & Accessories* The goal is to feel your BEST at these events and one way to feel your best is to dress your best, which includes hair, makeup (you sell it, so you should wear it!) and professional accessories. High heels usually make every women feel powerful and confident (and skinny), but they are not mandatory. A nice, professional pair of flats (not flip-flops or tennis shoes) are appropriate.

*Cleavage, Mini-Skirts & Panty Hose* Let's keep the cleavage to a minimum, wear a professional length skirt and although panty hose are not required, they usually make your legs look better!

## IF IT'S NOT POSITIVE, IT'S NEGATIVE

It will be sooooo important to maintain a POSITIVE ATTITUDE! Let's leave the drama at home (seriously, nobody wants to hear about your personal life unless it's positive or inspirational)... be aware of what you're saying... we only want to talk about things that will build each other up and encourage each other, not create drama and gossip. Don't hesitate to call each other out... if your sister consultant is going on about something negative, find something to bop her on the head with!! LOL! It can be a challenge to share a hotel room and spend 4 days together, so let's make it the best experience possible by remaining positive for each other! NO COMPLAINING PERIOD! "Let no unwholesome word come out of your mouth except that which is for lifting others up according to their needs."



## DISC PERSONALITY STYLES - As Taught By Bill Cantrell

Understanding the "Interviewee" allows You to tailor your Presentation to meet her needs! By using the Personality Styles to gain a better understanding of Yourself and others, you can create the environment which will ensure you greater success. At the same time, you gain appreciation for the different motivational environments required by those with different behavioral styles.

D- The DOMINANCE Style	I- The INFLUENCING Style	S - The STEADINESS Style	C - The COMPLIANCE Style
<b>CHARACTERISTICS</b>			
1. Results Oriented 2. Makes Quick Decisions 3. Controls People 4. Power and Authority	1. People Oriented 2. Loves To Talk! 3. Motivational 4. Enthusiastic	1. Family Oriented 2. Loyal 3. Slow To Change 4. Security Conscious	1. Detail Oriented 2. Perfectionist 3. Critical (Self) 4. Analytical
<b>HOW TO COMMUNICATE WITH EACH STYLE</b>			
★ Short Interview Presentation ★ Let Them Do The Talking	★ Long Interview Presentation ★ Relationship Building ★ Let Them Do The Talking	★ 2 part Interview Process - Accept Questions ★ You Share Facts ★ Build Credibility	★ 2 part Interview Process - Accept Questions ★ You Share Facts ★ Build Credibility
<b>BENEFITS THEY WILL BE INTERESTED IN</b>			
★ They will want to "Do it Big/Do It Quick" ★ Management Opportunities (Directorship/NSD) ★ High Income Potential ★ Independence	★ Recognition ★ Impact On People ★ Seminar/Prizes	★ Guarantees ★ Time With Family ★ Training/Support	★ Financial Statements ★ Annual Reports - \$1 Billion In Annual Sales ★ Facts In Print - Fortune 500
<b>THEIR GREATEST FEAR</b>			
★ Being Taken Advantage Of	★ Loss Of Social Recognition	★ Loss Of Security	★ Criticism Of Their Work
<b>QUESTIONS TO ASK THEM</b>			
★ <i>What past management experience have you had?</i> ★ <i>What are your qualifications for management?</i>	★ <i>Can you see Yourself . . (Pink Car, Director, Diamonds, Queen's Chair ..)</i> ★ <i>Impact On People</i>	★ <i>Would you be able to work a proven system that has worked for thousands of others?</i> ★ <i>Are You Consistent?</i>	★ <i>If you had a Step By Step Plan and answers to your questions, could you learn the business? (Perfect Start, Pearls, Profit, Career Path, etc.)</i>

### QUESTIONS TO LEAD INTO THE INTERVIEW . . . . .

- "Tell me a little bit about yourself or your situation?"**
  - ⇒ **D** - Will tell you about their Accomplishments.
  - ⇒ **I** - Will tell you Who They Know.
  - ⇒ **S** - Will tell you about their Family.
  - ⇒ **C** - Will ask "Why do you want to know?"
- "What do you like most/least about what you do?"** ("Narrowing the Menu" gives insight to what they will like about Mary Kay.)
- "Describe for me the ideal Career and Lifestyle situation for you if you could have it the way you want it?"**

These questions will give you insight into their **DISC Personality Style** and will let you know what to include so that you can customize her interview to meet her specific needs.



## PERSONALITY PROFILE

Place a check beside the word which best describes you in each group below.

NAME: \_\_\_\_\_ YOUR CONSULTANT IS \_\_\_\_\_

- |   |  |
|---|--|
| A. <input type="checkbox"/> Immediate results<br><input type="checkbox"/> Provide Emotional Support<br><input type="checkbox"/> Satisfied<br><input type="checkbox"/> Controls Emotions     | J. <input type="checkbox"/> Self Reliant<br><input type="checkbox"/> Open Minded<br><input type="checkbox"/> Consistent<br><input type="checkbox"/> Respect Rules & Standards                        |
| B. <input type="checkbox"/> Direct<br><input type="checkbox"/> Confident<br><input type="checkbox"/> Conservative<br><input type="checkbox"/> Well Disciplined                              | K. <input type="checkbox"/> Leadership Abilities<br><input type="checkbox"/> Friendship is important<br><input type="checkbox"/> Teamwork is important<br><input type="checkbox"/> Want job security |
| C. <input type="checkbox"/> Mistrusting<br><input type="checkbox"/> Optimistic<br><input type="checkbox"/> Restrained<br><input type="checkbox"/> Dislike Criticism                         | L. <input type="checkbox"/> Independent/Own Boss<br><input type="checkbox"/> Impulsive<br><input type="checkbox"/> Loyal<br><input type="checkbox"/> Skeptical                                       |
| D. <input type="checkbox"/> Determined<br><input type="checkbox"/> Like Recognition<br><input type="checkbox"/> Need Reassurances<br><input type="checkbox"/> Perfectionist                 | M. <input type="checkbox"/> Result Oriented<br><input type="checkbox"/> Trusting<br><input type="checkbox"/> Competent Associates<br><input type="checkbox"/> No Quick Decisions                     |
| E. <input type="checkbox"/> Bottom Line Answers<br><input type="checkbox"/> Shows Emotions Easily<br><input type="checkbox"/> Security Seeking<br><input type="checkbox"/> Precise          | N. <input type="checkbox"/> Want High Income Potential<br><input type="checkbox"/> Public Recognition<br><input type="checkbox"/> Slow to Change<br><input type="checkbox"/> Analytical              |
| F. <input type="checkbox"/> Stubborn<br><input type="checkbox"/> Talkative<br><input type="checkbox"/> Likes Guarantees<br><input type="checkbox"/> Systematic                              | O. <input type="checkbox"/> Brave/Risk Taker<br><input type="checkbox"/> Polished<br><input type="checkbox"/> Like Traditional Procedures<br><input type="checkbox"/> Diplomatic                     |
| G. <input type="checkbox"/> Impatient<br><input type="checkbox"/> Easily Embarrassed<br><input type="checkbox"/> Like Low Risk Situations<br><input type="checkbox"/> Comply with Authority | P. <input type="checkbox"/> Restless/Easily Bored<br><input type="checkbox"/> Sincere<br><input type="checkbox"/> Even Tempered<br><input type="checkbox"/> Fussy                                    |
| H. <input type="checkbox"/> Dislike Details<br><input type="checkbox"/> People Oriented<br><input type="checkbox"/> Patient<br><input type="checkbox"/> Need Proof/Credibility              | PROFILE                      NUMBER  |
| I. <input type="checkbox"/> Like Power/Control<br><input type="checkbox"/> Enthusiastic<br><input type="checkbox"/> Good Listener<br><input type="checkbox"/> Detail Oriented               | D _____<br>I _____<br>S _____<br>C _____   |
|   | RESULTS: _____   |

**Kirby Kirkpatrick (317) 839-5784 for presentation and testing of group.**



# Business MANAGEMENT



## SESSION 4

- 12-Step Program Checklist
- Perfect 12 Program
- PartyX Program
- 21 Ways to Finish your STAR
- Weekly Plan Summary
- Money Management
- Tax Document

Challenge: Fill out the Weekly Plan Sheet with your "ideal" Mary Kay Schedule and Vox Leah a picture when it's complete.

1) What one thing stuck out to you the most in this section? \_\_\_\_\_

2) What are you excited to take action on in your business, based on what you learned in this section? \_\_\_\_\_

3) What feels most challenging about this section? \_\_\_\_\_

4) What is your next most effective step in mastering the skill in this section? \_\_\_\_\_

# 12-STEP PROGRAM & PRIZE CHECKLIST

*Cross off each box when complete!*

<b>STEP 1</b> Watch Welcome video 	<b>STEP 2</b> Inventory options  <i>Earn your MK calculator with Ruby Star order (\$2400)</i>	<b>STEP 3</b> Set up MK Website  <i>Earn your Cosmetic Display Tray</i>
<b>STEP 4</b> Get your apps  <i>Earn your MK Pink Pen</i>	<b>STEP 5</b> 36 in 36 challenge  <i>Earn your MK notebook</i>	<b>STEP 6</b> Get organized!  <i>Earn your Unleashed Area Pin</i>
<b>STEP 7</b> Plug into weekly mtg  <i>Earn \$100 in free products for 8 meetings in a row</i>	<b>STEP 8</b> Pink Boot Camp  <i>Earn your MK pendant necklace</i>	<b>STEP 9</b> PowerStart/Debut  <i>Earn your Debut Bracelet and MK Key Chain</i>
<b>STEP 10</b> Be a Pearl Girl  <i>Earn your Pearl Jewelry Set</i>	<b>STEP 11</b> Perfect 12 Level  <i>Earn our Girls Night Out</i>	<b>STEP 12</b> Move into red!  <i>Earn a pair of red stilettos</i>

**Vox photo of voucher to Leah to redeem prizes**

# PERFECT

# 12

Consultant: \_\_\_\_\_

Director: \_\_\_\_\_

Month: \_\_\_\_\_

## track your full circle parties

party = hostess + 2 (or more) guests

a full circle party = \$200 sales + 2 future parties booked + 2 career surveys booked

	HOSTESS	PARTY SALES	# OF FUTURE PARTIES BOOKED	# OF CAREER SURVEYS BOOKED
1.				
2.				
3.				
4.	PERFECT 4			
5.				
6.	PERFECT 6			
7.				
8.	PERFECT 8			
9.				
10.				
11.				
12.	PERFECT 12			
13.				
14.				
15.				
16.				
17.				
18.				
18.				
20.	EPIC 20			

60 faces


## career surveys and guests per week

Week 1 Career Survey NEXT LAYER

_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____

Week 1 Career Survey NEXT LAYER

_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____

Week 1 Career Survey NEXT LAYER

_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____

Week 1 Career Survey NEXT LAYER

_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____
_____	Y N M	_____

## month to-date

keep adding weekly results for month end total

\_\_\_\_\_ Total Qualified Parties  
 \_\_\_\_\_ Total Faces  
 \_\_\_\_\_ Total Retail Sales  
 \_\_\_\_\_ Career Survey/Guests  
 \_\_\_\_\_ New Team Members  
 \_\_\_\_\_ Quarter to-date wholesale toward STAR

## \$1000 retail sales per week

Week 1  
 \$ \_\_\_\_\_ RETAIL  
 \$ \_\_\_\_\_ WHOLESALE

Week 2  
 \$ \_\_\_\_\_ RETAIL  
 \$ \_\_\_\_\_ WHOLESALE

Week 3  
 \$ \_\_\_\_\_ RETAIL  
 \$ \_\_\_\_\_ WHOLESALE

Week 4  
 \$ \_\_\_\_\_ RETAIL  
 \$ \_\_\_\_\_ WHOLESALE

## gold medal

new personal team members

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### Requirements for Perfect 12 Levels

12 parties (or 60 faces) + 12 CSs + \$1200 WS (\$2400 retail) Weekly focus: 3 + 3 + \$300 WS (sell \$600 retail/week)  
 8 parties (or 40 faces) + 8 CSs + \$800 WS (\$1600 retail) Weekly focus: 2 + 2 + \$200 WS (sell \$400 retail/week)  
 6 parties (or 30 faces) + 6 CSs + \$600 WS (\$1200 retail) Weekly focus: 1+2 + 1+2 + \$150 WS (sell \$300 retail/week)  
 4 parties (or 20 faces) + 4 CSs + \$400 WS (\$800 retail) Weekly focus: 1 + 1 + \$100 WS (sell \$200 retail/week)



PERFECT 12 program meets the

# PARTY X

PROGRAM

The PARTY X Program is your way to setup and sustain a strong month.

We will do bi-monthly recognition on the 5th & 15th.

Month: \_\_\_\_\_

Consultant: \_\_\_\_\_

Director: \_\_\_\_\_

PARTY  
X<sup>12</sup>

Submit 12 by the 5th  
Submit 12 by the 15th

A **PARTY X 12** is 12 booked, confirmed and coached group appointments on your datebook by the 5th & 15th in one month.

Complete it once to  
achieve a PERFECT 6!

Complete it twice to  
achieve a PERFECT 12!

PARTY  
X<sup>8</sup>

Submit 8 by the 5th  
Submit 8 by the 15th

A **PARTY X 8** is 8 booked, confirmed and coached group appointments on your datebook by the 5th & 15th in one month.

Complete it once to  
achieve a PERFECT 4!

Complete it twice to  
achieve a PERFECT 8!

**PerfectStart** Book 8 to hold 4 in 1st 30 days

**PowerStart** Book 12 to hold 6 in 1st 30 days

## 1st-15th parties

HOSTESS NAME & DATE	24 HOUR CONFIRMATION?	PRE- PROFILED?	GUEST LIST?
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N

## 16th-30th parties

HOSTESS NAME & DATE	24 HOUR CONFIRMATION?	PRE- PROFILED?	GUEST LIST?
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N
_____	Y N	Y N	Y N

# 21 WAYS TO FINISH YOUR

# Star

SAPPHIRE = \$1800 WHOLESALE

RUBY = \$2400 WHOLESALE

DIAMOND = \$3000 WHOLESALE

EMERALD = \$3600 WHOLESALE

PEARL = \$4800 WHOLESALE

**STEP 1:** What is your goal? \_\_\_\_\_

**STEP 2:** How much wholesale do you have in for the quarter? \_\_\_\_\_

**STEP 3:** How much wholesale do you need to do to finish? \_\_\_\_\_

**STEP 4:** How much retail do you need to sell weekly and daily to finish? \_\_\_\_\_

**STEP 5:** How many qualified team members will you add to increase your level? \_\_\_\_\_

**STEP 6:** How many interviews/guests do you need to have to reach your recruiting goal? \_\_\_\_\_

1. Book and hold 5 NEW parties in the next 2 weeks.
2. Book 3 guests to your meeting this week and offer 1 glamour item at 50% off when she orders \$30.
3. Contact Preferred Customers to set up 10 **On-The Go** appointments to show them NEW products.
4. Book 5-10 customers who work outside of the home to be **Silent Hostesses**. Offer them \$25 free for every \$100 retail they sell. Prepare packets with *The Look* and sales tickets.
5. Demo Satin Hands, Microdermabrasion or Time Wise Repair on 5 people per day this week.
6. Have a 24/24 in 24 Challenge.
7. Have a 24 in 24 Lipstick Challenge.
8. Be **One Day Wonder** at work, with your family, with customers and friends - sell 24 items in 24 hours. Who could do the One Day Wonder Challenge for you at work?
9. Sell **STAR** Gift Certificates.
10. Contact customers with birthdays this month to book their **Birthday Makeover**. Offer them 15% off when they share their appointment with 2 friends.
11. Contact husbands of customers with anniversaries to offer gift buying services.
12. Contact husbands for gift buying ideas for the current holiday.
13. Contact basic skin care customers and introduce one other product line. Offer 15% off purchase of body care, sun care and fragrances.
14. Enroll family members - challenge mom, husband, son, daughter, etc. to sell \$100.
15. Hold a **Phone Lottery** - contact as many customers as you can in 1 hour for reorders and tell them 1 customer will get her order free.
16. Sell **Gift Baskets** for ... holidays, Teacher Appreciation Week, Secretary's Day, Administrative Staff Day, Appreciating Working Women Week, Graduates, Mother's Day, Father's Day, etc.
17. Hand out 10 product samples or "stuffed Look Books" every day this week and follow up for feedback and orders.
18. Do you own personal reorder. Are you using Mary Kay from head to toe?
19. Order products for gifts for your personal friends and family this month.
20. Invest in the **NEW** products coming out this quarter.
21. Build your inventory to a **Full Store** level (at least \$4200 wholesale on your shelf).

# Mary Kay Weekly Plan Sheet

Name	Week of:						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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							



# Money MANAGEMENT



## Money Management for the Perfect 12 Program

### The 60/40 SPLIT

- 40% in Personal Checking
  - ♦ Payment for inventory investment
  - ♦ Reinvest to build inventory
  - ♦ Personal fun money
  - ♦ Savings
- 60% in MK Checking (50% reinvested, 10% to cover expenses)
- 50% to Reinvest - keep your inventory stocked to provide the best possible customer service
- 10% Expenses = on average \$130/month

PCP	45 customers x .70 centers each + tax = \$36/quarter = <b>\$12/month</b>
Services	Propay (\$2.50) / Biz Cards (\$2.50) / Website (\$4) = <b>\$9/month</b>
Supplies & Samples	5% of wholesale order = <b>\$33/month</b>
Postage & Shipping	= <b>\$15/month</b>
Workshops	= <b>\$46/month</b>

### The 60/40 SPLIT for each level of the Perfect 12 Program

- Perfect 4 - selling \$800 retail
  - ♦ 40% - \$320
  - ♦ 50% - \$400
  - ♦ 10% - \$80
- Perfect 6 - selling \$1200 retail
  - ♦ 40% - \$480
  - ♦ 50% - \$600
  - ♦ 10% - \$120
- Perfect 8 - selling \$1600 retail
  - ♦ 40% - \$640
  - ♦ 50% - \$800
  - ♦ 10% - \$160
- Perfect 12 - selling \$2400 retail
  - ♦ 40% - \$960
  - ♦ 50% - \$1200
  - ♦ 10% - \$240

### Pay Down Investment

What is your total investment (on a credit card or loan)? \_\_\_\_\_

What is the date you would like to have it paid off? \_\_\_\_\_

How much wholesale do you have in your inventory? \_\_\_\_\_

How much more wholesale would build your inventory to a full store (about \$4000 retail)? \_\_\_\_\_

When is your goal to have full inventory? \_\_\_\_\_

How much do you need to sell weekly to make your monthly payment to pay off your investment? \_\_\_\_\_

How many parties do you get to hold per week to sell that amount of retail? \_\_\_\_\_

PERFECT 4 - 4 Parties, 4 Career Surveys, \$800\* Retail / \$400 Wholesale Order in one month  
 PERFECT 6 - 6 Parties, 6 Career Surveys, \$1200\* Retail / \$600 Wholesale Order in one month  
 PERFECT 8 - 8 Parties, 8 Career Surveys, \$1600\* Retail / \$800 Wholesale Order in one month  
 PERFECT 12 - 12 Parties, 12 Career Surveys, \$2400\* Retail / \$1200 Wholesale Order in one month  
 \*Total Retail is based on selling an average of \$200 Retail per Party



## Mary Kay Worksheet

Name \_\_\_\_\_ Year \_\_\_\_\_

If this is your first year - Give Start Date \_\_\_\_\_

TOTAL:	Total Sales - Bottom Line Including: _____ Tax _____ Commissions _____ Prizes
	Beginning Inventory - at your Cost or 50% of Retail
	Section 1 Purchases - from Packing Slips, at Your Cost
	Personal Use Products - Unseen, physically can not see - at Your Cost
	Closing Inventory - at Your Cost or 50% of Retail
	Advertising - Preferred Customers, Cards, Pink1, etc.
TOTAL: _____	Vehicle Expenses: _____ Purchase Price _____ Gas, Oil, Repairs, etc. _____ Tags _____ Lease Payments _____ Interest on Loan _____ Insurance
	Insurance Rider on Mary Kay Product
	Interest on Business Loan or Credit Cards used ONLY for Mary Kay
	Laundry and Dry Cleaning
	Legal, Accounting and Professional Fees
	Office or Bookkeeping Expenses - to keep track of your business
	Rent/Lease Paid on Equipment - copiers, etc.
	Weekly Meeting Fees
	Supplies - what you use to do your business
	Sales Tax Paid to Mary Kay - from Packing Slips
	Travel Expenses - Hotel, Cab, Parking, Airfare, etc.
	Meals and Food - Business Dinners, Open Houses, etc.

	Telephone & Communication Expenses: _____ Mary Kay Long Distance _____ Cell Phones & Pagers _____ Second Phone Lines _____ Voice Mail Fees _____ Home Phone Add-Ons _____ Internet Access
	Bank Charges on Mary Kay Account
	Credit Card Processing Fees - when a Customer Charges Something with You
	Dues and Publications that Increase your Professionalism
	Postage
	Freight Expenses - from Packing Slips
	Section 2 - from Packing Slips
	Workshops - Career Conference, Dallas, etc.
	Miscellaneous - description

### Office In Home Expenses

	Utilities - Gas, Electric, Water, Sewage, Cable and Garbage
	Telephone Base Rate - for the Year
	Rent for Renters
	Insurance - Homeowners or Renters
	Repairs and Maintenance
	Real Estate Taxes
	Mortgage Interest
	Sq. Foot of Home or Apartment
	Sq. Foot of Mary Kay Usage
	Cost of Home
	Purchase Date
	TOTAL MILES FOR THE YEAR
	MARY KAY MILES FOR THE YEAR