

Mary Kay Sharing Appointment

Date:_____ Customer's Name_____ Consultants name?_____

Phone (H)_____ (c)_____ (w)_____

Address_____

Current Occupation_____ Best time to reach you?_____

Thanks for taking time to let me share Mary Kay with you. I can't wait to get your opinion of our business plan! I have a goal to do at least 10 of these each month, so I appreciate you helping me out and learning about Mary Kay in exchange for a _____.

I'm going to ask you some questions, then I'm going to tell you a little bit about me and share how Mary Kay works, and then I'll ask feedback at the end. Does that sound ok to you?

So first question....

1. What exposure have you had to Mary Kay Cosmetics? (ex. Was a hostess, tried it 10 years ago, 3-way phone calls, guest events, etc)
2. If I only had 10 minutes to tell you about Mary Kay, what would you most like to hear about and/or have me cover? What are you most curious about?
3. Tell me a little about you first, hobbies, family, job, what you like to do for fun?
4. What do you like best about your life and career right now?
5. What do you like least (if anything) about your life and career right now?
6. Are you completely satisfied in the following areas of your life? Yes or no to each

Financially_____? Success/Advancement in your career_____? Balance of personal/family time_____? Confidence/Self Esteem_____?
7. Share/Review the Mary Kay Cosmetics Marketing plan. (Elaborate more on things she said in question 2).

Tell a little bit about you – your “I” story.

MARY KAY COSMETICS MARKETING PLAN

AVENUES OF INCOME-First I'll show you how we make our income...

1.Classes and Facials plus reorders – 50% Commission

Sales at an average class with 3-6 women - \$250

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

We sell product in the following ways:

- Facials-1-2 women present at appointment
- Parties-3+ women present at appointment
- Book sales
- Internet sales—you have the option to get a personal website
- on the go sales—trying satin hands with people while on the go (example)
- reorders
- holiday sales/gift giving

2. Dovetail – 15% Commission

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

3. Personal Team Building

4% commission for 1-4 active teammates plus \$50 bonus on the 4th qualified team member

9% commission for 5 active teammates- eligible to go on-target for Career Car

13% commission when 5 or more teammates place a min. \$200 wholesale and you place a \$600 wholesale order.

Commissions are paid directly from the Company to the Consultant. Money does not exchange hands between consultants. An active teammate is one who places a minimum \$200 wholesale order every 3 – 4 months.

4. VIP Car Program – Earn the use of a Platinum Chevy Malibu- Chevy Equinox, Toyota Camry, and Cadillac's available as a director.

Mary Kay Corporate pays for license and tabs & most of the insurance for Consultant and spouse

You can choose cash (\$375 a month in exchange for the Malibu) or car option

Re-qualify for a new car every 2 years!!

5. Directorship – 13% Commission-triple your income

Paid on a monthly basis to the Sales Director. This check is based on the units' wholesale production. Directors also may qualify for a unit volume bonus that starts at \$500 when the Unit achieves \$5,000 in monthly production. Then, with each additional \$1,000 w/s production an added \$100 bonus is added. 13% commission is earned on personal team AND the entire unit. (In reality you make 26% on your personal team!)

TAX BENEFITS AND DEDUCTIONS

1. Automotive cost – Deduct mileage for business related trips.
2. Telephone – Long distance calls
3. Entertainment and travel – A portion of your expenses may be deducted when conducting your Mary Kay business.
4. Skin care class supplies – Washcloths, cotton balls, starter kit
5. Office supplies – Copies, postage, pens, paper, business cards

ADVANTAGES

1. No territories - You can book, sell and recruit anywhere in the U.S.
2. No quotas-you aren't required to have so many parties a month etc.
3. Full education - Daily, weekly, quarterly and yearly opportunities for training.
4. Prizes of jewelry and many other items offered on a weekly, quarterly and/or yearly basis. In Mary Kay we praise women to success which builds self confidence.
5. Family Security Plan – National Sales Director-an awesome retirement program
6. Set your own hours

INVESTMENT REQUIRED

1. \$100 Starter Kit – Contains approximately \$300+ of demo items, training materials, sales aids, everything you need to hold your first appointments
2. Inventory – Optional, but recommended, you make the decision
3. 90% buy-back guarantee from the Company on inventory.

8. The following is a list of reasons why women choose either a part time or full time career with Mary Kay. If you were ever to consider something like Mary Kay, which would appeal to you the most? What are your favorite 3? (circle them and be sure to cover them if you haven't)

Unlimited earning potential	Recognition and Prizes	Self esteem/personal growth
Advancement	50% discount on product	faith, family, career philosophy
Meeting people /having fun	Earn a Car	Be your own boss
Flexibility	Tax benefits	Helping other women

9. Did anything I covered today about Mary Kay surprise or impress you?

10. I'd like to ask a quick feedback question, after hearing all this information, on a scale of 1-10, 1 meaning you would never do something like Mary Kay but enjoyed hearing about it, and 10 meaning you like to get started today (no 5's), where do you fall?

1 2 3 4 6 7 8 9 10

11. Out of curiosity, what made you say the number _____? What would it take for you to move from a _____ to a 10?

I have just a few more questions. That's it!

- 12. If you don't become a consultant, where do you see yourself a year from now?**

This is a powerful question because you are asking them to look at what their life will be like a year from now if they don't say yes to this opportunity.

13. The second most effective question is,

If you were to become a consultant today, what will be improved a year from now?

Now the wording in that question is very important. Notice that you didn't ask them what would be different; you asked what would be improved. You also used the word "will" instead of "would" which gives a sense of expectation. When you ask closing questions you can, by your choice of question, direct the type of answer they will give you. For this question, they will tell you in their own voice, what will be better about their life a year from now if they become a consultant today. You're not telling them, they're telling you and they know the answer. And they'll say it. And they'll hear the answer in their own voice. In the process of that, they will begin to convince themselves that this is what they want.

- 14. What qualities do you have that would make you shine as a consultant?**

They've just told you how their life will be improved and now they are going to tell you why they'd be good at it.

- 15. What are the two most important reasons for you to become a consultant today?**

This is also a very powerful question, especially the use of the word "today" which adds a sense of urgency. Because you are asking them for only two reasons, they will pick out the two most important things. It might be their family, or children, or finances, or because they don't want to work a job anymore. They're going to tell you now the two most important reasons why they need to become a consultant today. You see, you don't have to convince them if you ask them the right questions. They will convince themselves.

16. The last question is really a very interesting one, and somewhat tricky to understand.

It does sound like you'd be an excellent consultant. Why don't you give it a try?

The reason that this question is so powerful is because when they think about giving something a try, they believe that they have options, that they're just testing it out. They don't believe they are making a decision.

If she just needs to think about it, ask "are you a 24 or 48 hour decision maker? I know you need to think on it, but you don't want to agonize over it, you are probably already driving yourself crazy!" Can I call you in 24-48 hours and see what you think?

Otherwise have her do the Pink Pillow Test. It is where they go home, and if they think about Mary Kay, it means why not give it a try and stick your pinky toe in. If they don't think about Mary Kay, it might not be for them at the time. You can also send them to the opportunity page on our website. Be sure to set a date within 3 days to get her feedback on that information.