

Mary Kay Cosmetics



**AMERICA'S
best-selling brand.**

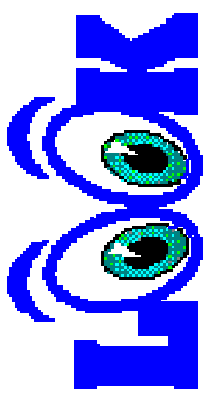


Today We Will Do Five Things:

- ▶ You'll tell me about you.
- ▶ I'll tell you about me.
- ▶ I'll tell you about the Mary Kay company.
- ▶ I'll answer any questions you may have.
- ▶ I'll ask you if this sounds like something you'd like to try.



Questions:



- Tell me a little about yourself.
- What do you like most about what you do?
- Do you have the flexibility you want?
- Do you feel appreciated when you do a great job?
- Is there anything you can do today to change your financial situation?
- If you could change one thing about your current situation, what would it be?
- What do you think your husband / family would say about Mary Kay?
- What do you value most in your life right now?
- What do you see yourself doing in 5 years?
- If you could design it, tell me about the perfect career for yourself.

My Mary Kay Goals

Things I want from my Mary Kay Career:

- ✓ *Directorship*
- ✓ *Financial Stability*
- ✓ *Lots of happy, reordering customers*
- ✓ *Motivated, active, ready to succeed recruits*
- ✓ *A luxury cruise vacation for my entire family.*



Mary Kay Cosmetics

- ▶ **Founded in 1963**
- ▶ **Mission is to enrich women's lives**
- ▶ **Listed in best 100 companies to work for – top 10 for women**
- ▶ **850,000 beauty consultants in 37 countries around the world**



Leadership

Integrity

Praise

Enthusiasm

Teamwork

Headquarters

- ▶ **International headquarters in Dallas, Texas**
- ▶ **Seminar, annual convention, held in Dallas each summer**
- ▶ **Products are manufactured in Dallas, China, and Switzerland**
- ▶ **Products are not animal tested and are packaged in environmentally friendly ways**



Why People Join Mary Kay :

1. **Prioritize their life: GOD 1st; Family 2nd; Career 3rd**
2. **Money**
3. **Recognition and Prizes**
4. **Self Esteem / Improvement**
5. **Personal Growth**
6. **Career Car**
7. **Flexibility**
8. **Be Your Own Boss**
9. **Training and support**
10. **Make new friendships**
11. **Open-ended opportunities**



Which of these appeal to you?

Avenues of Income:

- ▶ **On the Face**
 - ▶ **Facials and classes, try before you buy**
- ▶ **On-line**
 - ▶ **Web shows and sales**
 - ▶ **Personal Mary Kay website**
- ▶ **On Paper**
 - ▶ **Preferred customer mailings**
 - ▶ **The catalogs**
- ▶ **On the Go**
 - ▶ **15 minute appointments**
 - ▶ **Boutique Shows**



Avenues of Income:

- **Reorders**
 - Products are consumable & customers reorder again
- **Team Building / Monthly Commissions**
 - 4% Commission Checks
 - 9% Commission Checks
 - 13% Commission Checks
 - \$50 Bonuses



- **Leadership**
 - Grand Achiever – Drive a Pontiac Grand Am!
 - Future Director – 8 Active Team Members
 - DIRECTORSHIP – Top Leadership Position on the Career Ladder!
Eligible to wear the Director Suit and Pin, eligible to earn the use of Grand Am, Grand Prix, or Pink Cadillac.

Selling Advantages:



➤ **No territories**

➤ **No quotas**

➤ **Products are purchased directly from the company**

➤ **Same discount offered to all Consultants and Directors**

➤ **Tax benefits and deductions**



Tax Benefits & Deductions:

- **Automobile Expenses**
- **House/Rental Payments** — If you conduct the major portion of your business at home.
- **Utilities** — A portion for AC/HEAT and lighting for office.
- **Telephone** — Business line monthly charge and long distance.
- **Entertainment and Travel** — Can do business anywhere in US and US Territories!
- **Skin Care Class Supplies**
- **Office Supplies**
- **Babysitter/ Daycare** — When on business.



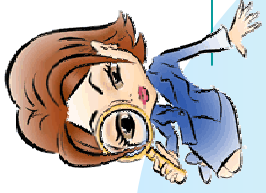
Income Potential

- ▶ **Skin Care Classes**
 - ▶ Average skin care class is \$150-\$400 with 3-4 attendees
 - ▶ Average income of \$25-50/hr
 - ▶ Weekly training teaches you how to book classes, grow your business, and expand your team
- ▶ **Reorders – consumable product!**
 - ▶ 50% average profit
 - ▶ Average woman spends at least \$600/year on products
- ▶ **Internet Sales and Shows**
 - ▶ You're open for business 24/7
- ▶ **On The Go**
 - ▶ 15 minute appointments you can do anywhere
 - ▶ Invite some friends, host a Trunk Show



National Sales Director Pamela Shaw

*August 2001 paycheck - \$41,000
8 Consecutive Million Dollar Years!*



\$\$\$ Income / Checks \$\$\$

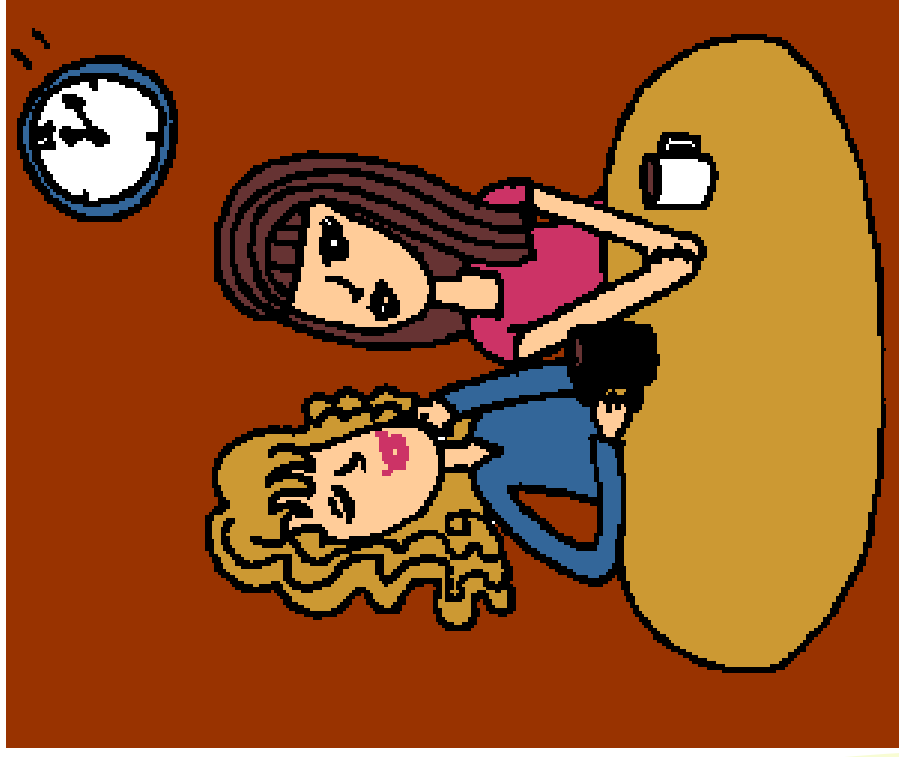


Awards

- Weekly Incentives
- Quarterly Prizes
- Seminar Year Awards
- Free Cars



Questions/Concerns



Getting Started



- ▶ Fill out a New Consultant Agreement
- ▶ Purchase starter kit for \$100 + tax & shipping (\$400 value)
- ▶ List names of everyone you know who has skin
- ▶ Schedule your Business Debut
- ▶ Weekly success meetings for ideas and ongoing training

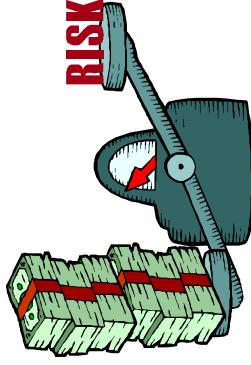


What excites you the most?
What do you think you would enjoy the most?

Buy-Back Guarantee

If at any time you decide this isn't for you, you've tried your best, given it your all, and you don't want to stay in business, Mary Kay will buy back any unused, unopened product (within the 1st year) for 90% of your purchase price.

So, you see, there isn't any financial risk.



Decision-Making Tools:

Pro & Con List

1. What's the worst thing that could happen if you do this?
2. What's the best possible thing that could happen?

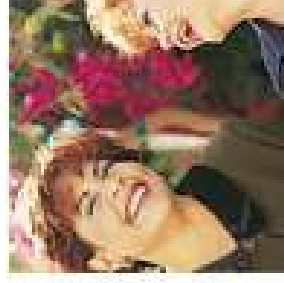
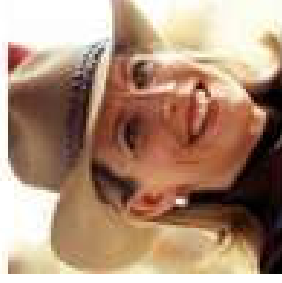
The "Sleep Test"

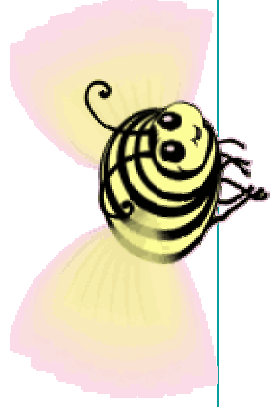
1. Fill out the agreement and submit your check.
2. Sleep on it and I'll call you in the morning.



Don't Know Anyone?

- ▶ Current and previous coworkers
- ▶ School and college friends
- ▶ Husband's & friend's jobs
- ▶ Church
- ▶ PTA
- ▶ Civic groups
- ▶ Professional organizations
- ▶ Children's teachers
- ▶ Neighbors
- ▶ Gym
- ▶ Friends
- ▶ Family

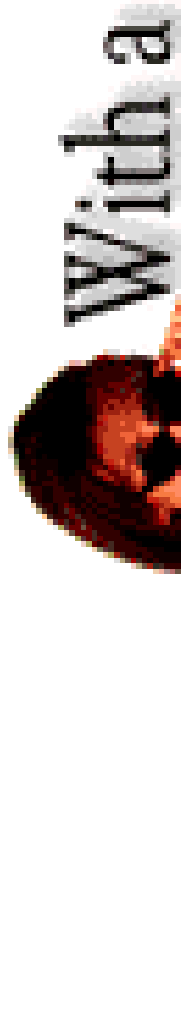




**You are the one who will decide
Whether to do it or toss it aside.
You are the one to make up your mind
Whether to lead or linger behind.
Whether you'll try for the goal that's afar
Or just be satisfied to stay where you are.
Take it or leave it, this brand new start
It's all up to you to follow your heart.**



If you've made the decision to join us... **CONGRATULATIONS** and **WELCOME!**
You have made a decision that can change your life and
the lives of others around you!
If, however, you need more time to think about it, please remember not to "think"
too long! You will really never know until you try!



With a
Mary Kay Career,

**what you make
is up to you!**

