

CA *Charlies Angels*
WOMEN OF ACTION
HEADING FOR THE HALF MILLION

MARYKAY



New Consultant

BUSINESS BASICS

1

MISSION STATEMENT

Mary Kay's mission is to enrich women's lives.

We will do this in tangible ways, by offering quality products to consumers, financial support to our independent sales force and fulfilling careers to our employees.

We will also reach out to the heart and spirit of women, enabling personal growth and fulfillment for the women whose lives we touch.

We carry out our mission in a spirit of caring, living the positive values on which our Company was built.

MARY KAY

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MARY KAY

OUR IMAGE

Mary Kay's philosophies, principles and image are what makes this company so unique. The caring sharing spirit has enabled the Company to grow beyond Mary Kay's wildest dreams. As consultants, it is part of our responsibility to keep this spirit alive. By practicing these principles in every aspect of your business, you will help continue the dream into the future.

1. THE GOLDEN RULE

Do unto others as you would have them do unto you.

2. PRIORITY SYSTEM

Faith first, Family second, Career third.

Other opinions of our company are drawn from our behavior. Whether we are at our Success Meeting or when we are conducting business at a Skin Care Class, we are influencing others by our mere presence. Your image is your visible advertising of your business.

ATTIRE

Always dress professionally, in a dress, suit or skirt and blouse when conducting business or attending a function. We have adapted a "No Pants" policy as we always want to project a beautiful feminine image. You'll want to make sure your nails, hair and make-up are done and your shoes are scuff free. (oh and an extra pair of stockings on hand for emergencies is a great idea).

ACTIONS

Always be honest, fair and compassionate. Try to think about what you say and how you say it. Mary Kay always said that we all have an invisible sign around our neck saying "make me feel important" by making others feel special, they then feel great and that will always come back to you tenfold.

ATTITUDE

Your attitude determines your altitude!! Always strive to have a positive attitude especially around others. Negativity is catchy. It can and often does make others around us feel bad. Always discuss any problems with your Director privately. She is always more than willing to help.

UNIT MEETING ETIQUETTE

- Share your accomplishments. Crow about the positive and eliminate the negative.
- Listen to the person speaking or to the video. Talking and whispering can disturb others.
- Applaud the achievement of others. Enthusiastic applause adds excitement to any meeting.
- Never discuss with another Consultant's guest the possibility of her becoming a Consultant .
- Refrain from making negative comments. If there is a promotion you do not like, remember that voicing your disapproval is tacky. Let's be thankful for the prizes we win. Someone is paying for you to receive that prize and would we be receiving it in another career?
- Encourage and greet new people and guests as they come in. Make everyone feel welcome.
- Bring guests each week. You learn and so do they. Make them feel special by telling them how to dress so they won't be self-conscious when they walk in. Don't leave it to the last minute to invite them as an after thought. Prepare in advance. Model training nights are designed to increase your business in sales and team building.



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WEAR MAXIMUM PRODUCT!

This is how you can increase your success – STEP 1 is the most important step for all new consultants – starting NOW, you should dispose of all other brand products (yes, I'm afraid I mean it) if you are serious, then you have to start acting like it. You can't fully believe in something that you are not wearing!! People will only trust you when they know you are behind it 100%. And wouldn't you feel the same?? Until you wear all the product, you will sell very little of it.

Set up your Mary Kay products proudly in your bathroom.

Let's do a test for yourself on how serious you are about your business.

PLACE A TICK IF YOU USE THESE PRODUCTS**BASIC SKIN CARE**

- Cleanser
 Mask
 Freshener
 Moisturizer

- Foundation

OR

- Timewise 3 in 1 Cleanser
 Age Fighting Moisturizer

SUPPLEMENTS

- Day & Night Solution
 Timewise Eye Cream
 Indulge Soothing Eye Mask
 Sunscreen
 Hand Cream
 Oil-free Eye Makeup Remover

NIGHT CREAMS

- Extra Emollient Night Cream
 Intense Moisture Cream
 Oil-free Hydrating Gel

GLAMOUR

- Eye Shadows
 Blush
 Loose Powder
 Pressed Powder
 Lip sticks
 Lip Liners
 Eye Brow Liners
 Eye Liners
 Brush Set (Tools of the trade)
 Mascara
 Nail Polish

ACCESSORIES

- Foundation Compacts
 Sponges
 Applicators

BODY CARE

- Satin Hands Set
 Buffing Cream
 Cleansing Gel
 Body Lotion
 Visibly Fit Lotion
 Perfumes

Help yourself by shouting yourself to as much product as you need to look fabulous and feel like a million dollars!!!

You will not be able to sell the products with honesty unless you are honestly using the products and seeing a great result for yourself!!

Take your profit from your 1st order and get what you need.

Please talk to me about some of the products that you may not know much about.

How will you ever expect your customers to use everything if you don't?



ESTABLISH PRIORITIES

SETTING YOUR GOALS

We talk a lot in Mary Kay about having a goal or dream, because that is what Mary Kay Ash had when she started this company. So think of something you really want (or need) in your life. Working your Mary Kay Business can help you get that! But... a dream is just that, unless you act upon it and take it one step further and set a goal with a time frame and a plan.

“Why did I become a Mary Kay Consultant?” _____

“What would I like to accomplish?” _____

There is never a perfect time to start working toward a goal. The key to success is starting with a plan, then continuing with one step at a time.

‘PLAN YOUR WORK, WORK YOUR PLAN’

Good Time Management can help you reach your goals more quickly

Every Consultant starts with the same 24 hours in a day, how you use that time determines your success

Your Weekly Plan Sheet can help you get into the habit of planning your time efficiently. I encourage you to complete the following Weekly Plan Sheets highlighting the times you are available and unavailable to work your Mary Kay business.

WEEK ONE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING							
AFTERNOON							
EVENING	Mary Kay Pink School						

WEEK ONE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING							
AFTERNOON							
EVENING	Mary Kay unit meeting						



CONTACT LIST

MAKING YOUR CONTACT LIST

The most logical place for you to begin your business is through people you already know. Begin by making a list of every person you know - relatives, friends or acquaintances. These will be your first hostesses, your first unit meeting guests and your first potential team members.

NAME	ADDRESS	REASON I WILL CALL	PHONE NUMBER
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Put a * beside every person you think might benefit from all Mary Kay has to offer and could be your training buddy!



Career At-A-Glance

Imagine the possibilities of your Mary Kay career. You can move up as fast or as slow as you want. It's up to you!

To the right, you'll see a snapshot of the rewards of moving up the Mary Kay career path.

Senior Consultant

1-2 active personal team members

- 2.00% monthly personal team commissions
- Stepping Up newsletter
- eligible to wear exclusive red jacket
- eligible to wear Team Builder pin
- eligible for personal team building bonus of \$40 NZ\$45 per new team member (conditions apply)
- **plus all the rewards of being a Senior Consultant**

Independent Beauty Consultant

All active Consultants, no matter where they are on the career path, are eligible to:

- receive up to 50% on retail orders
- eligible to wear Mary Kay pin
- receive Applause magazine
- receive rewards/prizes
- attend Seminar and Career Conference

Team Builder

3-4 active personal team members

- 2.00% monthly personal team commissions
- Stepping Up newsletter
- eligible to wear exclusive red jacket
- eligible to wear Team Builder pin
- eligible for personal team building bonus of \$40 NZ\$45 per new team member (conditions apply)
- **plus all the rewards of being a Senior Consultant**

Team Leader

5 or more active personal team members

- eligible for 4.50% or 6.50% monthly personal team commissions
- eligible for personal team building bonus \$50 NZ\$57 per new team member (conditions apply)
- Team Manager pin
- Team Manager scarf
- **plus all the rewards of being a Team Leader**

Team Manager

8 or more active personal team members plus combined personal/team production of \$5000 NZ\$5625

- personal team building bonus of \$60 NZ\$67 per new team member (conditions apply)
- Team Manager pin
- Team Manager scarf
- **plus all the rewards of being a Team Manager**

Independent Sales Director-in- Qualification (DIQ)

personal team members

- eligible to enter Qualification for Sales Directorship
- DIQ production can count toward eligibility for use of pink car (See Sales Director)
- **plus all the rewards of being a Team Manager**

Independent Sales Director

1-2 active 1st line offspring Sales Directors

- earn between 2.00%-2.50% commission on first-line offspring unit production
- eligible for \$1000 bonus on debut of a new first-line offspring Sales Director
- eligible to wear fashionable Sales Director suit
- Directors Memo-ideas/information
- Sales Director pin, plaque, Action Plan, diary, briefcase & framed Sales Director oath
- Sales Director unit production commission either 4.50% or 6.50%
- Sales Director unit production bonus between \$255 - \$3500 NZ\$285 - \$6200
- eligible to qualify for use of pink car
- eligible to qualify for Sales Director life insurance
- eligible for top Sales Director trips and Exclusive Sales Director promotions
- eligible for Sales Director monthly unit development bonus of \$300 NZ\$335 and quarterly unit development bonus of \$600 NZ\$675

Independent Future Executive Senior Sales Director

3-4 active 1st line offspring Sales Directors

- earns the right to wear an Independent Future Executive Senior Sales Director badge
- greater number of offspring units greater income to you
- eligible for increased 2.75% commission on first-line offspring unit production
- same rewards as Independent Senior Sales Director

Independent Executive Senior Sales Director

5-7 active 1st line offspring Sales Directors

- earns the right to wear an Independent Executive Senior Sales Director badge
- greater number of offspring units greater income to you
- eligible for increased 3.00% commission on first-line offspring unit production
- earn between 2.75%-3.00% commission on first-line offspring unit production
- eligible to wear scarf or blouse with Sales Director suit indicating status
- **plus all the rewards of being a Senior Sales Director**

Independent Elite Executive Senior Sales Director

8 active 1st line offspring Sales Directors

- earns the right to wear an Independent Elite Executive Senior Sales Director badge
- same rewards as Independent Executive Senior Sales Director

Independent National Sales Director

8 active 1st line offspring Sales Directors including 5 Senior Sales Directors

- increased commissions on first-line offspring unit production
- commission on second-line offspring unit production
- eligible for commission on third-line offspring unit production
- \$5000 NZ\$5625 on debut of first-line offspring Sales Director
- Sales Director unit production commission of 9%
- company host attendance at international/national Sales Director summit meeting
- qualifies for the use of Scab convertible or a sedan of your choice
- eligible to wear exclusive National Sales Director suit
- **plus all the rewards of being an Executive Senior Sales Director except for the Sales Director unit development bonus and unit production bonus**



* An active consultant is one who, having a minimum Section 1 retail order of \$250 NZ\$275 processed in one calendar month, remains active for the following two calendar months.

LAWS OF BOOKING**1. Don't pick up the phone until you know**

What you're going to say!

2. Find the need and sell her the benefit**3. Is there any reason why? ...We couldn't get together...**

NOT: 'Do you want to ?' or

'Could you ?' or

'Would you like to ?'

4. I realise you're a busy lady

(... that is one of the reasons why I am offering this to you)

5. I'd love to work with you

(using the new season's colours)

6. There is no obligation

(this is just the way we introduce our range of products)

7. I would really value your opinion on the product

(...compared to what you are using)

SUGGESTED BOOKING SCRIPT

"Hi..... This is..... I won't keep you. I've recently started with Mary Kay

I should include someone who (see potential Hostess list.....e.g. loves make-up) and I immediately thought of you because (you always wear your make-up so beautifully, I would really value your opinion in comparison to what you're using at present.)

OR

I should include someone who (is extremely busy and has limited time for herself) and I immediately thought of you (when was the last time you took time out and allowed yourself to be pampered?)

OR

I should include someone who (would appreciate something at a discount or for free) and I immediately thought of you(because it's a chance to treat and pamper yourself without any expense and enjoy a fun time.)

OR

I should include someone who (wears little or no make-up) and I immediately thought of you.....(because Mary Kay specialises in skin care. We could try a soft natural colour make-over, just for fun we could do a before and after photo and you could give me your honest opinion on the product.)

IS THERE ANY REASON WHY WE COULDN'T GET TOGETHER?**THERE IS NO OBLIGATION, AND I WOULD REALLY LOVE TO WORK WITH YOU.**

What would be best for you - I have a Monday or Thursday available, at 7.00 or 7.30 (give her only two choices to simplify the booking)

By the way, it's just as easy for me to work with 3 or 4 others, and it's to your advantage if you invite some friends because you will receive a \$25 Gift Certificate (\$35 Gift Certificate when the appointment holds to the originally scheduled date). Who do you know who would enjoy a complimentary Beauty Appointment? I think (name) would appreciate it. (Offer suggestions on who to invite.)

I will arrive 45 minutes early to set up for a 7.30pm start, so we can start together on time. Remember to tell your friends, it's free, fun, educational and there is no obligation.

Thank you! I will see you on at and really look forward to working with you.

IMPORTANT NOTE:

Don't try to sell her on how good the product is.....all you want is the appointment so that she can try it and find out for herself whether she likes it or not! We know she will love it (remember your first Beauty Appointment) but she doesn't know it until she experiences it personally! DO be enthusiastic—it's contagious—and women are naturally curious so if you are sincerely excited, she will be too.



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BOOKING YOUR FIRST APPOINTMENTS

The following ideas will help you – they work! **Remember if you don't ask you won't get a YES!**

1. Make up your Contact List of everyone you know.
2. Decide how many appointments you want to do in a week and when you want to do them. They are the times you offer
3. Learn the following script – Be enthusiastic! They will catch on.
4. You will get Yes's, and you will get No's – It doesn't matter. Your job is to just A S K. Although when you get objections, they are not saying no, they are just saying "tell me more" – Read how to overcome objections below.
5. Aim towards getting 10 dated appointments in your Diary – which earns you a Mary Kay Diary.

MOST SUCCESSFUL APPROACH TO USE

1. People whose opinion you value

Hithis ishow are you? I have some news – I'm working as a Consultant with Mary Kay Cosmetics now, where we teach skin care and make-up application and my Director has asked me to give a skin analysis & beauty pamper to a few women to get their opinion of our products in comparison to what they are using now. I automatically thought of you, because I really value your opinion. Is there any reason why I couldn't pamper you and get your thoughts on our products.....wait for her answer..... What would be best for youor (set date and time - then say.....)

By the way.....name...Because I need as many opinions as possible, if you could share your pampering with one or two of your friends that would really help our research and for doing that I am allowed to give you some FREE products from the Company. What would you prefer, the pamper on your own or the free products for sharing it with a few friends? Whatever her answer is say "That's great, thank-you.....name"

Note: When setting the dates, only give two options and book them in close, not weeks away – explain their appointment will help you research. (People lose enthusiasm if they are booked too far into the future)

2. People who know you are a consultant and have already shown interest

Hi...this isHow are you?Well, I've started my training as a Consultant with Mary Kay Cosmetics and I'm calling to organize a free consultation with youwe teach skin care and make-up application...what will be best for youor..... (set date and time - then say.....)name.....I need to practice on 20 people in my first 2 weeks to help with my training.....so if you would like to invite 3 or 4 friends along I'd appreciate it and you would receive FREE products from the Companythere's no obligation. I'd like to get honest opinions compared to what they are using at the moment. Who do you think might enjoy a free skin analysis and natural make-over?.....

Note: Always remember the golden rule to bookings, your initial Hostess may or may not purchase BUT her guest just might..... Concentrate on your first 10 classes as practice classes.....the sales will come if you relax about it and attend training.

OVERCOMING OBJECTIONS

TOO BUSY:

"I understand, the appointment only takes about an hour, why not take some time out so I can pamper you.

YES OKAY, I'LL ASK MY FRIENDS AND GET BACK TO YOU:

"great, tell you what we'll do, how about we set a tentative date, that way you'll have a date to tell your friends, then if it doesn't suit the majority of them, simply ring me and we'll change the date.....Which do you think will work best ___or___?"

I DON'T HAVE ANY MONEY:

That's okay, all I need is to practice and I'd appreciate your opinion and remember by sharing your facial with a friend or two, you actually receive FREE products. What's better for you ___or___?"

I USE BRAND 'X'

That's great. I'd love your honest opinion of Mary Kay, is there any reason why you couldn't give me your comparison of ___product to Mary Kay? Which would be best for you ___or___?"

I DON'T WEAR MAKEUP:

That's fine, because we are primarily a Skin Care company, I'll be teaching you how, when and why skin care is important, you're not obligated to buy. What would be best ___or___?"

IF SHE STILL RESISTS:

"Tell you what ___, is there any reason why you couldn't try some samples that I can send so I can get your opinion that way? Great thank you! I'll pop in some business cards, if you know of anyone who would like to try out products, would you pass them a card? Thank you!"

ALWAYS FINISH YOUR CALLS ON A

"YES" If you get 3 No's in a row, call your Director for HELP!



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MARY KAY

EFFECTIVE BOOKING STRATEGIES - ADDRESSING CONCERNS

“I DON'T KNOW ENOUGH PEOPLE”

“I felt the same way when I asked, but it's amazing how many people you know when you make a list. I'm sure Sally would come to your appointment, and your Mum and sister. As you can see, the way we work is very different because we only work with up to 6 people at a time. We like to give individual attention so that everyone goes home looking and feeling great”

“I JUST DON'T KNOW WHEN I COULD HAVE IT, I'M SO BUSY”

“That's one of the reasons why I selected you! I love working with busy people—you're organised because you have to be. Busy people get things done. I realise your time is precious. Is there any reason why we can't put down a tentative date on the understanding that if you need to change it, we can simply reschedule?”

“EVERYONE I KNOW HAS BEEN TO ONE”

“You'll find you will receive re-orders from most of those ladies. Also, each of them probably has a friend who would love a complimentary 'pamper'. It could even be time for a check-up appointment—Mary Kay releases new products all the time.”

“I HAVE SMALL CHILDREN AT HOME (on school holidays)”

“I understand your situation. I'm sure you don't often take time out for a pamper. You deserve it, so I'll have a special gift for the person who will baby-sit the children. You'll feel and look wonderful after some time out”

“MY HOUSE ISN'T LARGE ENOUGH / I DON'T HAVE A TABLE”

“Don't be concerned about that. Some of the best appointments I have held have been with a small group using a coffee table / ironing board or simply sitting around the floor”

“I WOULD RATHER WAIT UNTIL AFTER CHRISTMAS”

- (a) “Is there any reason why we can't have a Christmas appointment? We have a beautiful range of limited edition fragrances and body products available for only a few short weeks of the year. I need to pop you in my diary now, as I am getting really busy with Christmas appointments, so you don't miss out”
- b) “The perfect time to have a class is before Christmas. There are so many dinners and functions to attend. How about we set a date for when you'll be going out to a function and you and your friends will have a complete makeover and feel beautiful”
- c) “It's a great opportunity to have a class prior to Christmas. Your friends can do their Christmas shopping without the hustle and bustle of Department stores—and enjoy a beauty appointment at the same time. With your hostess credit, why not treat yourself to a lovely Christmas present of a fragrance or a perfumed body product?”

“I DON'T LIKE PARTIES”

“I know exactly how you feel! I felt that way until I had my own Mary Kay appointment. It was great to see how much my friends enjoyed themselves and as you've seen for yourself, there's no obligation and it's lots of fun”

“I'M NEW TO THE AREA”

“What better way to meet new people, than invite them over for a complimentary beauty appointment. It can be a real ice-breaker, it's such fun. They will appreciate the fact that you thought of asking them”

“I'LL CHECK WITH MY FRIENDS FIRST / I'LL THINK ABOUT IT AND GET BACK TO YOU / I'M NOT SURE”

“I understand that you would like to check with your friends first, however, in my experience it's a good idea to have a tentative date set, so your friends know if they can come at that time. It gives you something to work around. If it doesn't suit, we can simply change it.”



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PERFECT START

- * Book 8 classes to hold 5, within 2 weeks
- * Aim to have your Perfect Start classes booked in your first 60 days of business.

BEGIN YOUR BUSINESS WITH A FLYING START!

Book Your Perfect Start Classes & List Them Below

DATE CALLED	NAME	PHONE NUMBER	APPOINTMENT DETAILS
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

BELIEF

The secret of making something work in our lives is first of all, the deep desire to make it work: then the faith and belief that it can work: then to hold that clear and definite vision in your consciousness and see it working out step by step ~ without one thought of doubt or disbelief.

PERFECT START

Commencement Date: / / Completion Date: / /



PRE-PROFILING YOUR APPOINTMENTS**PROFILING YOUR HOSTESS**

Now that you have scheduled the appointment, using the customer profile cards:

“Now that we have a time planned, I need to ask you a couple of questions about your skin. Mary Kay has left nothing to chance, so, if you have another couple of minutes for me that would be great”.

(Complete all the questions on the front page of Customer Profile Card)

“Now that that’s done Sally, can you think of who might enjoy coming along? Oh good. I need to get her to fill this out as well before our appointment. Do you have her day-time phone number? Is there any reason why I couldn’t give you a call to get that in the next couple of days then? That would be great.

If the ladies she is inviting work during the day, simply ask:

“Would you mind asking her if I can disturb her at work for 5 minutes? That would be great.”

PRE-PROFILING SCRIPT FOR GUESTS

As discussed, after a couple of days contact your hostess for her guest list:

“Hi Sally, just getting back to you to see who’s coming along to our appointment.”

Contact each guest:

“Hi Jane, this is Maree from Mary Kay Cosmetics. I understand that you are going to be at Sally’s Mary Kay appointment on Saturday. Did Sally tell you that I was going to call you for some information about your skin? Oh that’s good. I won’t take too long I promise. Thanks, I really appreciate you doing this. It saves a lot of time on the day and that means, more time to play!!

(Complete all the questions on the front page of Customer Profile Card)

I wanted to let you know that we will be starting right on time at 2.00pm on Saturday. Sally will get a \$25 Gift Voucher as my thank-you to her for having 3 ladies attend and that is not dependant on you buying anything ok. So, I just want you to come and enjoy yourself, however, if there is something that you like, then you are more than welcome to order it.

I really look forward to meeting you in person then Jane. See you next Saturday. Oh. And by the way, if there is an emergency, would you be sure to call Sally or myself, she may be able to get some one to fill your spot as she was only allowed to invite 3. Thank you for that. I will give you my number as well in case you need to contact me.? “



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COACHING YOUR HOSTESS

IF A CLASS IS WORTH BOOKING, IT'S WORTH COACHING!

Coaching your hostess will help ensure a successful class.

When you are selecting a date and appointment with your hostess, make sure she understands how we conduct our classes –

- Numbers are limited to 3- 4 women,
- Everyone will try the product on their face, unless booked as a “preview”.
- We have a teaching approach - they will be educated in good skin care habits and easy make-up application techniques
- Explain Incentives (“Star Treatment Flyer)
- Confirm arrival time (10 - 15mins before start time - to allow you time to get set up before everyone arrives)
- Send a note to your Hostess one week prior to the Beauty Appointment to avoid a postponement.
- Ensure she knows to keep supper to a minimum. Coffee and a biscuit. Really discourage large suppers.
- Encourage her to give her guests a courtesy reminder. Call the evening before to ensure they have remembered and that they arrive on time.
- Encourage outside orders by giving your Hostess 2 Look Books, 5-6 lipstick samples and an incentive to attain \$150+ in outside orders.
- Give her a courtesy call two days prior to the appointment and say, “Hi.....I’m really looking forward to our appointment on....., how’s everything going? (not, “is everything still alright for.....”)
- When you take the original booking, be sure to confirm it immediately by suggesting, “if for any reason you need to reschedule the date or time, could you let me know as soon as possible, like you, life is really busy. Just as long as it holds to a date, you will still receive your \$25 Gift Certificate and (original Hostess) will get to use her Gift Certificate to spend at your Appointment. So you already have an outside order! Is that ok (nod). Great, I am really looking forward to our get together. Thank you

Give her a “Hostess Pack”. The Hostess envelope containing a Look Book, a few postcards (to use as invitations), and Outside Orders Sheet. Add a little note if you wish just to reconfirm the details.

“Hi I am really looking forward to our appointment that we have scheduled for ... (date) ... at ...(time)... I will be there around ... (15mins earlier) ... to get set up, ready to start on time! Remember to tell your friends it's free and we will have a great time. See you soon ... Regards ...”

- Always know what your Hostess is working toward. (what products she would like to spend her Gift Certificate on)
- Always book any Beauty Appointment in as soon as possible. (ideally within 10 days to 2 weeks)
- If a postponement occurs, say, “that is such a shame..... but I certainly understand, I was so keen to create that new look for you, but that’s ok. I have.....available or next week, what’s best for you? (not, do you want to put in another date?)” (if she resists, encourage her to pencil in a time)



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STAR

Treatment



Indulge in some pampering, some laughter & a whole lot of girlfriend fun!

Whether you love skin care, adore colour, body care, or just need a pampering treat, your Mary Kay Appointment is about time with girlfriends, fun and yes...freebies! You and your friends can sit and chat all while experiencing the beauty of Mary Kay. A lovely thing to do.

As our **HOSTESS** you will receive the **S.T.A.R. Treatment..**

You can pick up \$100 in FREE Mary Kay Products here's how—

S

Share...
have at least **3** friends + you & hold your apt on the original date booked.

\$25.00

T

Two bookings From your class
Must be booked within 4 wks..

\$25.00

A

Ask your friends who can not make it, show them the LOOK BOOK & get \$100+ in outside orders.

\$25.00

R

Reach over \$400 in Class Sales.
(Excl. Hostess order)

\$25.00

HOT offer



1/2 price product
of your choice with Extra Bookings over 2 or orders \$600+

IT'S TIME FOR YOURSELF



Book now to hold your Mary Kay Pamper!

Choose from one of our great classes. Whether it's our Miracle Happens, Simply Gorgeous, Skin & Tonic, or Sheer Bliss, it's your choice!

PLUS be a **VIP Hostess** and receive a **BONUS!** When you host a minimum of 4 Appointments over 3 months, you receive our **Exclusive MK Gift!** That's as well as your normal hostess offer.....WOW

INDEPENDENT BEAUTY CONSULTANT:

VIP Hostess
Your Exclusive Gift

Hostess Rewards!



**BOOK A COMPLIMENTARY
MARY KAY BEAUTY APPOINTMENT,
SHARE IT WITH 3-5 FRIENDS...
AND RECEIVE \$25 MK DOLLARS
TO SPEND ON ANYTHING IN OUR RANGE**

LOOK HOW EASY IT IS TO INCREASE YOUR SPENDING MONEY ...

1. Simply hold your Appointment on the scheduled day...
and increase your MK dollars to **\$35**
2. Have **\$500** in sales at your Appointment ...
and increase your MK dollars to **\$50 plus 1 half price* product!**
3. Have **\$750** in sales at your Appointment ...
and increase your MK dollars to **\$75 plus 2 half price* products!**
4. Have **\$1000** in sales at your appointment ...
and increase your MK dollars to **\$100 plus 3 half price* products!**

You will also receive a \$20 Gift Certificate for each booking secured at your Appointment, which can then be redeemed at the future booking (either as an outside order or as an invited guest).

*Half price products are individual items only
(sorry, sets not included in this offer).*

COACHING NOTE

Hi NAME,

REALLY LOOKING FORWARD TO YOUR APPOINTMENT ON FRIDAY, 1st, JULY AT 7.30 PM. WOULD YOU PLEASE ENSURE YOUR GUESTS ARE THERE READY TO START AT 7.30 PM! IT WOULD BE A GOOD IDEA TO GIVE THEM A COURTESY REMINDER CALL THE DAY BEFORE.

I HAVE A SPECIAL LOOK ALL ORGANISED FOR YOU AND CAN'T WAIT TO RECREATE IT WITH YOU .

WARMEST REGARDS,

BETH THOMSON
SENIOR SALES DIRECTOR
MARY KAY COSMETICS
MB) 0410 974 268

Coaching holds the appointment...

**FOLLOW-UP NOTE**

Hi NAME,

THANKS FOR BEING A FANTASTIC HOSTESS ON FRIDAY EVENING. YOU HAVE GREAT FRIENDS AND IT WAS PRIVILEGE TO WORK WITH THEM ALSO.

I KNOW YOU WILL ENJOY YOUR PRODUCTS AND I LOOK FORWARD TO WORKING WITH YOU AGAIN IN THE NEAR FUTURE.

WARMEST REGARDS,

BETH THOMSON
SENIOR SALES DIRECTOR
MARY KAY COSMETICS
MB) 0410 974 268



**REMINDERS CHECKLIST****“A CLASS WORTH BOOKING IS WORTH COACHING” MARY KAY ASH**

- Send your Hostess a reminder card or personal note so that she receives it 7 days before her class is scheduled, strictly no later than 5 days.

SUGGESTED SCRIPT: (WRITTEN)

“Dear Really looking forward to seeing you at your Skincare class on at ! I'll arrive 45 minutes early to set up for a start. All I ask is that you please ensure your guests are there ready to start promptly for We'll have a lot of fun. Regards”

- Phone your Hostess 5 days before the class (and again 2 days before) to confirm guest numbers. This way there is no chance your Hostess will forget your appointment. You'll have an extra chance to coach her to a full class, keep her enthusiastic and check on outside orders.

SUGGESTED SCRIPT: (PHONE)

“Hi..... I'm really looking forward to our get together on Friday evening and just so that I can be well prepared and know what to bring for your class, how many guests do you have coming at this stage? (that's terrific!), who else do you know that would enjoy a complimentary Beauty Appointment? (make suggestions for extra guests if needed). I would encourage you to give your guests a phone call the night before to confirm their attendance and remind them it's a 7.30pm start. Thanks! I look forward to seeing you soon.”

- If you're travelling any distance, give your Hostess a quick call before leaving your house to attend her class - to reconfirm and to be very professional.

- Remind your Hostess to keep supper to coffee and a biscuit. This way she will enjoy herself and others will be encouraged to book a class.

BOOKINGS SUMMARY:

- Be positive and enthusiastic
- Ask everyone - don't prejudge
- Always carry business cards, vouchers and diary wherever possible
- Look for opportunities to begin conversations - “Strangers are only people you have never met!”

ASK! ASK! ASK! ASK! ASK! ASK! ASK! ASK!

THE ANSWER IS ALREADY NO - UNLESS YOU ASK!!!**Beth Thomson**

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HEADING FOR THE HALF MILLION

MARYKAY



New Consultant

BUSINESS BASICS

2

MISSION STATEMENT

Mary Kay's mission is to enrich women's lives.

We will do this in tangible ways, by offering quality products to consumers, financial support to our independent sales force and fulfilling careers to our employees.

We will also reach out to the heart and spirit of women, enabling personal growth and fulfillment for the women whose lives we touch.

We carry out our mission in a spirit of caring, living the positive values on which our Company was built.

MARY KAY

CONTENTS

BUSINESS BASICS 2

18. Understanding Skin
19. Skin Essentials
19. Using the Customer Profile Card
20. Foundations
22. Miracle Class Procedure
23. Beauty Appointment Opening
24. Beauty Appointment Table/Group Close
25. Create-a-Roll-up Place Mat & Specials (front page)
26. Create-a-Roll-up Place Mat & Specials (back page)
27. The Individual Consultation & The 3-Part Close
28. Correct Booking Techniques
29. B.R.A.S.S = More Profit in Less Time
30. Client Care
31. Managing Your Business
32. Step up the PACE in your Business
33. Six Qualities of a Successful Mary Kay Consultant



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MARY KAY

UNDERSTANDING SKIN

THERE ARE FOUR BASIC SKIN TYPES:

- DRY
- NORMAL
- COMBINATION
- OILY

EACH TYPE HAS ITS OWN CHARACTERISTICS AND REQUIRES SPECIFIC FORMULATED SKIN CARE PRODUCTS

DRY

Is characterised by small pores and a matte (dull) finish, with little or no shine. Skin can become rough and may flake or crack.
(dry skin requires gentle cleansing to soften skin and restore needed moisture)

NORMAL

Is healthy-looking skin with a smooth texture. It contains a balance of oil and moisture and has infrequent blemishes or clogged pores.
(normal skin needs to maintain moisture balance for a healthy, radiant glow)

COMBINATION

Is healthy-looking skin with a smooth texture and some shine (oiliness) in the T-zone areas—across forehead, nose & chin.
(combination skin requires help controlling excess oil in T-zone and also to hydrate dry areas).

OILY

Is when skin has a shiny appearance and sometimes a greasy or sticky feel that is present several hours after cleansing. Characterised by larger pores, and is more prone to break-outs, clogged pores and blemishes.
(oily skin requires control of surface oil, to leave the skin feeling smooth and looking radiant, with a deep cleanse of pore openings to remove impurities and oily build-up).



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SKIN ESSENTIALS

ESSENTIALS FOR BEAUTIFUL SKIN

Healthy skin is the beginning of beautiful skin. Clear. Smooth. Radiant. It's the skin you can have for a lifetime. One reason for our success is that we customise our client's skin care program to meet their needs and their lifestyle. All Mary Kay products are scientifically based on the:

5 ESSENTIALS TO HEALTHY LOOKING SKIN

CLEANSE

Cleansers gently remove makeup, surface oil and impurities from the skin without stripping away needed moisture.

EXFOLIATE

Removes dead skin cells and improves the appearance of the skin's texture to leave fresher, younger-looking skin.

CLEANSE

Completes the cleansing process, conditions & tones the skin.

MOISTURE BALANCE

Helps keep skin feeling smooth and soft. Achieve the skin's optimum moisture balance.

PROTECT

To shield the skin from environmental damage and premature aging. Keeping the skin smooth, protected & even-toned.

USING THE CUSTOMER

THE CUSTOMER PROFILE

is a tool designed to help you program the correct skin care formulas for your customers. You'll find that the profile card will be an invaluable resource as you build your business. It will support you in choosing which formulations or range of skin care is the primary concern of your customer and advise you which products to recommend.

Have each customer complete the front of the profile card as she arrives at the appointment to determine her skin type. Remember, this will be your future record card on your client for customer service and follow-up appointments.

Ask her to complete as many questions as possible and remind her that you will assist her if she is unsure. Advise her that her partners details are purely optional.

Record products purchased and likes and dislikes on her card for future reference. Be sure to record her foundation shade in the recommended area.

It is also suggested that "sticky notes" can be used to record other information to prompt you when making your courtesy follow up calls (i.e going on a holiday, having a baby etc) This allows you to show a personal interest and help build rapport with her.

File in alphabetical order for easy access.



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FOUNDATIONS

The basis for any great make-up look, from the most natural to the most glamorous, is the background to which it is applied. Remember the golden rule of makeup—always cleanse thoroughly before applying and never ever go to bed with your make-up on! (Research has discovered that leaving make-up on over night will age your skin 11 days!) No amount of colour cosmetics will look good on skin that is uncared for.

The purpose of foundation is to create the look of a smooth, flawless complexion. However, no longer is it a product that just covers the skin, but also a treatment that provides the skin with added protection from environmental damage.

SELLING MARY KAY'S FOUNDATION PRODUCTS:

Follow this simple three-step process to achieve successful sales:

COMPATIBILITY

Determine your client's skin type: Dry, Normal, Combination or Oily. Foundation must be compatible with your client's type to look natural.

COVERAGE

Determine your client's personal coverage needs—Sheer, Medium or Maximum.

COLOUR

Using the shade stripe test, determine your client's most natural shade by striping a small amount of colour onto the lower cheek down onto the jaw-line using a cotton tip. When it seems to almost disappear and match the complexion, you know you've selected the perfect shade for a natural look.

PRODUCT	CREAM FOUNDATION	FULL COVERAGE	MEDIUM COVERAGE	CREME-TO-POWDER	MINERAL POWDER
	FOUNDATION	FOUNDATION	FOUNDATION	FOUNDATION	FOUNDATION
COMPATIBLE SKIN TYPE	Dry Skin	Dry / Normal Skin	Normal / Combination/ Oily Skin	Normal / Combination Skin	Normal / Combination Skin
PRODUCT DESCRIPTION	A rich, creamy moisturising foundation. Holds & binds moisture onto the skin's surface.	Oil-free formula. Contains Vitamins C & E Cucumber & lemon extracts. Transfer Resistant	Oil-free formula. Contains Vitamins C & E Cucumber & lemon extracts. Transfer Resistant	Light-weight, oil-free, water resistant crème that dries to a silky powder	Weightless powder, blends for a natural, flawless look Transfer Resistant
PRODUCT COVERAGE	Full / Maximum Coverage	Sheer/Medium Coverage	Sheer/Medium Coverage	Medium / Maximum Coverage	Medium / Maximum Coverage
PRICE POINT	Refill \$28 Compact \$25 Sponges \$4	Foundation \$28 Sponges \$4	Foundation \$28 Sponges \$4	Refill \$28 Compact \$25 Sponges \$4	Foundation \$30 Brush \$15
TOTAL	\$57	\$32	\$32	\$57	\$45



FOUNDATIONS CONT.

To help you find the perfect match for your customers, the shade names identify three key shade features:

FIRST : THE SHADE CATEGORY

Ivory, Beige or Bronze

SECOND : THE SHADE INTENSITY

Indicated by the first two digits of the number. Example: Ivory 100 is lighter than Ivory 200.

THIRD : THE UNDERTONE

Indicated by the last digit. Example: Beige 300 and Beige 304 are the same intensity but with different undertones.

FOUNDATION SHADE UNDERTONES

FOUNDATION	YELLOW—0	OLIVE—2	PINK—4	GOLDEN ORANGE—7
IVORY	Ivory 100		Ivory 104	
IVORY	Ivory 200		Ivory 204	
BEIGE	Beige 300	Beige 302	Beige 304	
BEIGE	Beige 400	Beige 402	Beige 404	
BRONZE				Bronze 507
BRONZE				Bronze 607

MARY KAY FOUNDATION SHADE SELECTION CHART

MARY KAY SHADE CONVERSION CHART

CREAM FOUNDATION SHADES	MARY KAY FULL COVERAGE AND MEDIUM COVERAGE FOUNDATION SHADES	CRÈME-TO-POWDER FOUNDATION SHADES	MINERAL POWDER FOUNDATION SHADES
SOFT IVORY	Ivory 104	Ivory 1	Ivory 1
ANTIQUÉ IVORY	Ivory 100	Ivory 1	Ivory 1
BLUSH IVORY	Ivory 204	Ivory 2	Beige 304
BUFFED IVORY	Ivory 200		
FAWN BEIGE	Beige 300 or Beige 302	Beige 1	Beige 1
DELICATE BEIGE	Beige 304	Beige 2	Beige 1
TRUE BEIGE	Beige 302 or Beige 400	Beige 3	Beige 1 or 2
ALMOND BEIGE	Beige 402 or Beige 404	Beige 4	Beige 2
COCCA BEIGE	Beige 402		
BITTERSWEET BRONZE	Bronze 507	Bronze 0.5	Bronze 1
RICH BRONZE	Bronze 607	Bronze 1	Bronze 1



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MIRACLE CLASS PROCEDURE

- Arrive 30 minutes early to set-up for the Class
- Coach Hostess and ask about the guests coming
- Meet & welcome the guests (Satin Hands can be Demonstrated as an ice-breaker)
- Have guests fill out their customer profile card
- Commence the Class
- Introduce yourself & thank the guests for coming
- Thank the Hostess—present Gift Certificate
- Share the outline of the Class using the Flipchart as a guide
- Talk about Company philosophies.
- Share your “I” story briefly
- Introduce Products
- Demonstrate skin care products
- Match foundation shades and demonstrate
- Overview the Skin Care Products and promote Collections
- Demonstrate Mascara and Lipstick or Lipgloss
- Table Close with Roll-up Place mat
- Review Product Sets and prices
- Hand out Profile cards for completion of wish lists
- Referral lucky dip or game for names
- Thank guests for attending
- Individual Consultation— Take the sale
- Correct Booking approaches—focus on min. 2 new bookings
- Offer the Mary Kay opportunity and select min. 1 person to talk with



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BEAUTY APPOINTMENT OPENING

Welcome everyone, I'm _____ a Beauty Consultant with Mary Kay Cosmetics and I would really like to thank _____ for being my hostess. As our thank-you _____ I have a \$25 Gift Certificate for you to spend on any products in our range.

Tonight you will be working with Mary Kay's premium skin care line, Timewise. This system is our most advanced product line and a best selling range world wide. Depending on your skin type, I will be giving you a personalised formula to ensure beautiful results to treat your individual skin type.

"Have you all heard of Mary Kay? Has anyone tried Mary Kay?"

Well let me tell you where Mary Kay fits in with other cosmetic companies. Mary Kay is a direct selling company which means we come to your home, this is by choice because we believe in face-to-face beauty advice and personalised attention but unfortunately because of this we are often compared to other direct selling companies such as Avon, Nutrimetics, Artistry... Mary Kay is a premium cosmetic brand sold via direct sales. We are a world leader in skin care and colour, in fact we have been recognised as the finest teaching oriented skin care company in the world and really the only similarity is that we come into your home.

"Mary Kay is a world leader in the skin care industry and one of largest direct selling companies in the world with more than 1.7 million consultants across 36 countries and with a global turnover in excess of 4.4 billion so you can see that we are an enormous, successful cosmetic company and that we specialise purely in the beauty industry.

If you wanted to compare us to other brands on the market then you would compare us to other premium brands such as Elizabeth Arden, Lancome, Estee Lauder... all of which are great products but the good news is when it comes to price Mary Kay is not the most expensive, in fact if you lined all the cosmetic companies up we sit just below the middle; again this is by choice because Mary Kay believes that every woman should be able to afford good skin care.

"All Mary Kay products have a 90 day, 100% satisfaction guarantee. What that means is that if you decide today's the day I start to look after my skin and you purchase our skin care you can use it for 3 months and have this much left in your bottle and if you don't love it or it doesn't do what I say it is going to you can exchange or refund.

"Our founder Mary Kay Ash was a visionary leader. She began the company in 1963 with a simple mission to enrich women's lives by producing quality skin care and colour products and offering an exceptional business opportunity. She was named the NO.1 female business entrepreneur of the century with Oprah Winfrey No.2 and has truly had a major contribution to bending the course of history for women"

- Share brief "I" story
- "And I would not be doing my job properly if I did not offer the Mary Kay opportunity to you. Mary Kay says that at every skin care class, there's at least one person who would be great doing what I do, so tonight I'm going to be watching you because I always like to choose at least one person to hear about how our business works. Who do you think it will be?"

This is the first of at least 2 appointments we will have...Tonight our class will be in three parts. The first part we will be focusing on the most important beauty element - your skin and taking proper and adequate care of it to get it, and keep it in tip top shape. And you know we all love colour, but if skin isn't well cared for, no amount of lipstick will give you the healthy look you are really after.

The second part of the class, we'll finish up with a little colour. These will be neutral practice colours BUT when we schedule your colour appointment we'll custom a look just for you - your colouring, your eyes, your preferences and you can learn some of the professional tips and tricks!. And then I'll let you shop. The third part of our class will be 5 minutes 1 on 1 right over there so that you can ask me questions privately and I can get a record of everything we used today and anything you liked. We will also talk individually to book your colour appointment and the look you want to try. If you would like to purchase products you can do so at that time but of course there is no obligation to do so. Just sit back, relax and enjoy yourself. I appreciate your time and what I would most value tonight is your opinion and that you have enjoyed yourself!

- Time for me to stop talking I want to learn more about you - Share one thing about your skin you would like to change.



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THE BEAUTY APPOINTMENT CLOSE

Take your mirror and hold it at arms length and see for yourself what a great look you have created.

As you've learned today, a beautiful look starts with beautiful skin. How does your face feel?

Somebody once said to me, "consider how much a year you spend on your hair with colours, perms, trims etc. Now think how much you spend on your clothes and shoes etc over 12 months – what about your face?" You can have the nicest hairstyle and the best outfit on, but when you walk down the street and stop and talk to someone, what is the very first thing they notice.....

YOUR FACE!! That's right we have one face and we can't change it, but we can look after it and preserve what we have.

Our commitment at Mary Kay is to preserve and protect the skin and improve it's texture and finish using the finest quality ingredients and latest technology.

Perhaps quality skin care shouldn't be considered a luxury anymore?

What I am saying is that it all starts with the essentials, products that are personalised, specialised and will nurture and restore your skin.

Now let me introduce you to my specials *(Hand out the Roll-up placemat)*

Perhaps you have never owned a personalised range of cosmetics but possibly have a bathroom cupboard full of bits and pieces, then you will definitely be tempted by **The Ultimate Collection**. If it is time to clean out that cupboard and if you like your look tonight and the way your skin feels, then I am going to highly recommend this **Ultimate Collection** to you. Prices starting from just over \$700 and include numerous pampering sets of your choice, plus the FREE Travel Roll-up Bag.

(be sure to mention \$100 to spend at your check-up appointment)

GROUP/TABLE CLOSE

- Go through each set on the placemat and highlight the products, the main feature or benefit, and the price of the set.
- Also highlight they will receive a FREE travel roll-up with every purchase of two sets or more.

Now there are three ways you can purchase your Mary Kay products today.

1. You can buy or order your products today and pay by Credit Card or Cash (hold up Look Book)
2. You can book another pamper session of your own with 3 friends and receive a great discount on your next product purchase (hold up Hostess Envelope)
3. Or you can get the kit (hold up agreement form) and buy wholesale for yourself and your friends and even earn some extra income if you wish. I can tell you more about that when we get together one-on-one in a minute.

If you would like to purchase today you have 2 weeks to get the money to our hostess _____, unless you would like a free gift then you can pay today by either credit card or cash or even our "husband unawareness program" which is a little out of each!

- Hand back their Customer Profile Cards and direct their attention to the back "Wish List" section.

Now using your place-mat specials I would like you to go shopping and create your Mary Kay Wish List! Don't let money be an object because when I see you at your one-on-one consultation we can discuss how you can earn those products for free plus it let's me know what products you just love for future reference.

And just one final thing while you are creating your wish list. My business works on word of mouth and referrals so the nicest thing you could for me today is recommend me to your friends. On the back of your profile card there is a section for you to write down the names of 5 friends that you think might Enjoy a Mary Kay pampering. And in fact, every lady that writes down 3 names or more will receive a Lucky Dip prize.

- Lucky Dip Basket – for referrals – may contain \$5 off vouchers, mini hand creams wrapped up, other samplers etc.



MARY KAY Create-a-Roll-up

Create your own Travel Roll-up bag combination from the sets below



Miracle Set

\$181=

Plus FREE Foundation



Lip Set

\$91=

Plus FREE Lipstick or Lipgloss



Satin Hands Set

\$68=

Plus FREE Mint Bliss Foot Lotion



MelaCEP Set

\$365=

Plus FREE Eye Cream



Microdermabrasion Set

\$66=

Plus Half Price Eye Cream or Hydrator



Foundation Set

\$68=

Plus FREE Eye Primer



Botanicals Set

\$141=

Plus FREE Foundation



Eye Set

\$104=

Plus FREE Mascara



Colour Collection Set

\$119.50

Plus FREE Foundation



The Ultimate Collection 7 Sets!

\$769

- Miracle Set
- Satin Hands Set
- Microdermabrasion Set
- Eye Set
- Colour Collection set*
- Mineral Foundation Set
- + Facial Highlighting Pen
- Lip Set



FREE

Travel Roll-up bag

With every purchase of two or more sets



BONUS

\$100 Gift Voucher for you to spend at your Get Gorgeous Glamour lesson shared with three friends!

*Gloss or Lipstick or add \$25 to have both

Your Independent Mary Kay Beauty Consultant

Love it your way

with the Mary Kay Menu

MARY KAY

BUY

Shop from The 'Look Book' ...

What did you jot down on your Wish List?

Chat with your Consultant who will guide you on what products will meet your needs.

When you place order today, you can enjoy your product perhaps straight away or within 2 weeks, decide what you prefer.



See our gorgeous Skincare & Colour Collections overleaf You may like this Exclusive MK Rollup Bag FREE!



The Mary Kay Guarantee

We offer you a 100% Satisfaction Guarantee for 90 days from your purchase.

You want to know how to use your products so they work the best for your skin That's what we want for you too!

It's our Company policy with each Skincare set purchased, a personal follow-up appointment be held 2 weeks after commencing use of the set to ensure your products are in progress of meeting your expectations.

BOOK

Your next Beauty Escape...

What would you like to try next?

Sumptuous skincare supplements to add to your radiant glow...
Body rejuvenation...
Scent filled pamper treats..

Get Gorgeous! Play hands-on and learn how to apply your colour look..

A quick everyday to get you

'Dashing out the door'

Or something more special for a real glam look! We'll love to teach you all the tips!

The best things are Free!

Get the girls over for some fun & timeout

'BEAUTY ESCAPE'

You and 3-5 friends sharing some girl time playing with skincare, & makeup!

Share some cake & coffee or a glass of bubbles and cheese.

We'll bring the boutique to you while you sit around your table, relaxing at home. (or the office!)



Plus you'll get special Hostess Rewards gifts (ask me for what's on right now!)

BEGIN

With the Bag...

With just \$179 you will enjoy Registration to Mary Kay! Receive the 'Deluxe Showcase'

Includes ..Miracle Set (valued \$181)
Colour Collection set (valued \$180)
4 Mirrors; Applicators, Washers

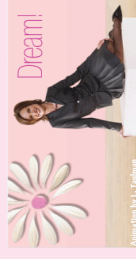
Samples - 54 Eye (3 shades) 18 Cheek shade),
36 Lips (6 shades) 36 Foundation (6 shades)
10 Look Books, Instruction DVD, Class Flipchart,
Product books Order pad, Customer Profile cards
and more ... (**Even the Bag!**)

Independent Mary Kay Beauty Consultant

You can enjoy choices of..

- Purchase your products at wholesale,
- Receive bonus gifts,
- Access to exclusive items, special events
- Earn a part or full time income
- Be recognized for your achievements from Certificates to Diamond rings!
- Create choices of flexibility in your lifestyle. Choosing your own work plan to balance your family, friends, sporting, spiritual & social lives!
- Coach & mentor other women to success
- Earn the use of a career car, registration & insurance paid for you each year
- Be rewarded as you travel overseas in style!

What's your dream? We'd love to help you get it!



THE INDIVIDUAL CONSULTATION

The importance of consulting one-on-one at any beauty appointment is what distinguishes the difference between Mary Kay Cosmetics and the party plan industry. By conducting a private consultation with each guest present, enables you to offer a professional opinion, answer any questions and suggest recommended products to your customers. It provides a personalised environment and allows both of you to be more comfortable without any outside influence from others.

I suggest at the close of your beauty appointment that you say something like this.....

"In a moment I will move away from the table so I don't interrupt your table chatter. With Mary Kay Cosmetics we always conduct a private consultation with each guest to record any colours used at today's appointment and other details. Just the same as when you attend your hairdresser they keep a record for future reference. Is anyone in a hurry? No?"

Then Julie, I will start with you if that's ok?. Just give me a minute to clear the table and I will give you the nod when I am ready for you to join me."

"Julie, you can join me when you are ready!"

Be seated, ideally beside her rather than face to face and have on your knee her profile card, a Look Book and your diary. Have beside you customer order forms, calculator and a clean mirror. Also have your products displayed within reach of you, perhaps on a coffee table for you to refer to and hold whilst explaining further.

Remember to pre-arrange with the hostess on arrival where you can conduct the individual consultation and place your diary and personal items there, away from the group

INDIVIDUAL CONSULTATION - THE 3-PART CLOSE

1. **Thanks for coming tonight, did you enjoy yourself?** What did you enjoy the most tonight, the skin care or colour?
2. **Tell me, how does your face feel?** (Nice and smooth – and that is just after one application, imagine the results when used on a regular basis)
3. **What about your foundation shade?** That is a great colour for you and it really evens out your complexion. Are you happy with the finish? (hand her a clean mirror)
4. **What about the colours we selected for you tonight,** I know they are only soft but they actually look really nice on you. There are some beautiful looks in our Look Book which I would love to recreate with you at some stage. Look at this one, this would be lovely on you!
5. **Have you got any questions for me that I didn't cover in the class?**
6. Now you know your beauty budget better than I do, is there something tempting you tonight, would you like to splurge on everything you have on your wish list or just start with a couple of the sets?"
7. (Break eye contact and **BE QUIET**) 1st person to speak buys!
8. Go on to take her order, suggest other suitable products by referring to her profile card and recommend accordingly.
9. Write up order form and ask method of payment – whether credit card or cash.

PART 2 – Book the Follow-Up Appointment!

Remember, if Skin Care is purchased, immediately book her for her review (check-up) appointment and encourage her to share it with some friends and suggest that you create the colour look in the Look Book that you showed her previously. Make the booking with one of the following correct booking approaches overleaf.

PART 3 – Scheduling a Team Building Interview

Always choose at least 2 ladies to offer the Mary Kay opportunity to by scheduling a coffee to talk more about how we make our money in Mary Kay or inviting them to the next meeting. As your Director I will always conduct you first 3 interviews with you to assist your training and will give her a FREE lipstick. You may say something like this:

"As part of my training I need to sit down with 3 lovely ladies and my Director to hear how we make our money in Mary Kay. It may or may not be for you but you would be doing me a huge favour just to spare us a half an hour of your time and give us your opinion and my Director will have a FREE lipstick for you as a thank-you gift"



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CORRECT BOOKING TECHNIQUES

1. WHEN A MIRACLE SET, PURE WHITE RANGE, BOTANICAL RANGE OR TIMEWISE SET IS PURCHASED:

As I mentioned during the Appointment, with Mary Kay our commitment is to bring excellence to you in our service by providing you with a review facial, ideally after you have been using your products for around 2 weeks, just to ensure you are achieving the desired results and are using your products correctly. If we need to make any adjustments to your regime we can do this at that time while your products are still under guarantee. Since we need to get together anyway, **is there any reason why** you wouldn't like to share your follow-up appointment with a couple of friends? By inviting 3 or 4 others, I am able to give you a \$25 Gift Certificate to spend at your appointment and we can try a new look at the same time. Let me see what I have available that will fit in with your schedule".

(Go on to make the booking, offering only 2 choices eg. I have Monday or Thursday free, what would be best for you?)

Always turn a beauty appointment into a Class

2. ALWAYS SELECT 2 PEOPLE TO WORK WITH AGAIN:

At every Appointment, I always choose 2 ladies who I would really love to work with again and you are definitely one of those ladies. **Is there any reason why** we couldn't get together and create a new look for you (can I show you something that I think would look great on you?) I am sure you would know a couple of ladies who would enjoy doing what you did tonight but on you we can do something really special (begin to nod). With just 3 or 4 friends I will be able to give you a \$25 Gift Certificate to spend and we can create a new look at the same time. Let me see what I have available and what will fit in with your schedule.

(Go on to make the booking, offering only 2 choices eg. I have Monday or Thursday free, what would be best for you?)

3. TENTATIVE BOOKING:

At every appointment, I always choose 2 ladies who I would really love to work with again and create a more personalised colour look with and you are definitely one of those ladies today. (Name), I know you have a hectic schedule, but I would love an opportunity to work with you again and to create a new look for you.

Is there any reason why we couldn't put down a tentative date on the understanding that if something arises unexpectedly, then we can simply reschedule. What if we just pencil it in? (Go on to make the booking, offering only 2 choices eg. I have Monday or Thursday free, what would be best for you?)

(Go on to make the booking, eg I have Monday or Thursday available, what would be best for you?)

4. INITIATING A TEAM BUILDING INTERVIEW: *(at the Individual Consultation)*

(Name) you really seemed to enjoy yourself today and I will probably take you by surprise with my next words but, have you ever considered working in the beauty industry because I can see that you could do really well in a Company like Mary Kay.

Focus on working full circle to build long term security in your business.

This may or may not be for you **(Name)**, but I would love to share with you how we make our money in Mary Kay. I think you will be surprised what the average consultant can earn. I presume if you are like most families a few extra dollars would come in handy. Can I give you this brochure (hand her The Beauty of Mary Kay brochure) Fantastic!

(Name) I'd love to catch up with you for just a short time in the next day or so just to tell you how we earn our income – there is certainly no obligation but at least you will be able to make an educated decision or discuss the benefits with your partner with the information provided.

(Name) I have Monday afternoon available at 2pm, what works best for you?

Go on to schedule the appointment as soon as possible!

(ideally within 24 hours)



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B.R.A.S.S = MORE PROFIT IN LESS TIME**BOOKINGS, REFERRALS, SALES AND SHARING MARY KAY = SUCCESS!****B**OOKINGS

When this is your focus and you give them an incentive for 3 bookings (20% discount + mini brush) then you will actually get them. It's amazing. IT WORKS. (This saves you walking the streets to find more bookings next week.) The truth is, we lose consultants at this point because most can't do that and they run out of bookings and so, they simply give up. TIP: You must sell the fun & pampering and freebies in it for them to WANT to book with you. So make your classes fun and exciting so that they want more (don't show everything at any one class) Remember that every woman has an invisible sign around her neck saying "what's in it for me" and "make me feel special". Our job is not to sell them products: Our job is to make them WANT our products.

Power Tip: You must ask EVERY lady there, not just one or two.**R**EFERRALS

Have a lucky dip of prizes in a basket (hand creams, satin hands samples, lip brush, sponges, blush brush, wrap in cello with ribbon) They get to pick a prize for at least 3 referrals with phone number (write on back of profile card. Give her something extra if she gets 5).

You Say - "The nicest thing you could do for me today is recommend me to your friends. On the back of your profile you will find about 5 spaces to put some friends and phone numbers down. This basket I'm putting on the table is for you to take a prize if you write down just 3 names and numbers. While you are getting your mobiles out and doing that, I will set up for our individual consultations over here. Is that ok with you _____."

Power Tip: Give them specific time to do it or it wont happen. You cant just say it, you must wait.**A**SK/ATTITUDE

If you don't ask, then it's a definite NO isn't it? Sell her on what she will gain (less dry, or oily skin, younger looking skin) and the product will sell itself if you just close the sale and help the lady with her selection, (you know more than she does about Mary Kay)

This job is 10% knowledge and 90% attitude!!**S**ALES

What you use yourself is what you will sell. Use all of the range if you want to sell all of the range. (If you think you cant afford a product {at ½ price!} then how will you ever sell it). ENTHUSIASM, and BELIEF in our product and YOUR CARE FACTOR ABOUT HER SKIN AND NOT YOUR SALES WILL GET YOU GREAT SALES. (have you done up your sets specials yet?)

The individual consultation at the end of your class will triple your sales rather than just doing the group close and expecting people to choose for themselves from the Look Book.

Remember: YOU know more than they do about our Mary Kay products and what might be best to suggest for them, because we have the Customer Profile to tell us what they need.

Power Tip: Learn off by heart "The Individual Close".**S**HARING

Sharing our Product and our Opportunity IS OUR JOB. When we are having a great time making women feel great and look great, it is a natural progression that women will want what we have. If you don't want to build a team, that's fine. However, is that fair to the lady sitting in front of you that might just love the opportunity but she doesn't know about it unless you mention it?

Remember: IF YOU DON'T ASK, IT'S A DEFINITE NO. Simply let them know that our Company is seeking ladies to train as Beauty Consultants in this area and you will be asking them if they would like to hear about it or if they know of anyone that we could talk to. Then simply follow the flipchart or talk to your Director and she will help you.

Power Tip: Memorize the 4 Point Success Plan located on opposite page.**You will only have to leave the house 3 – 5 times a week to get maximum results for the time you spend.**

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CLIENT CARE

Mary Kay has taught us to remember it costs five times as much to attract a new customer as it does to maintain an established one. If you take good care of your clients, they will take good care of you. Good client care is a win-win situation for you and your customer. You have the unique opportunity to offer personalised service and customers will appreciate your interest and convenience to them.

MARY KAY IS MORE THAN JUST MAKING A SALE – MARY KAY IS A SERVICE

Your clients are the life-line of your business. A great system that we suggest you use is the **2 x 2 x 2** for good customer follow-up.

Immediately after a skin care program is purchased, make a booking for her review Appointment. Ideally after she has been using the product for 10 days to 2 weeks. Suggest she share this Appointment with a couple of friends.

(Refer back to your Correct Booking Approaches)

Phone her **2 days** after delivery of her skin care products. You may say something like, “Hi..... this iswith Mary Kay Cosmetics, this is just a courtesy call to see how you are going with your skin care products and to ensure you have started to use them. Do you have any questions at this stage? No, Great, I am really looking forward to seeing you again on (next scheduled appointment) I know you will enjoy the special colour look we have chosen, there is also a couple of other skin care products I would like you to experience as well”.

Contact her every **2 months**. “Hi....., it’s with Mary Kay Cosmetics, just a quick courtesy call to see how your products are going. Are you in need of anything at the moment, or is anything getting down a little?” “Would you like me to put that aside for you for a couple of weeks time? If you need it before then, please just give me a quick call, otherwise I will organise to get that to you in **2 weeks**” “I will also put a sample of a new lipstick that I think would look really nice on you and you can let me know what you think!”

Always suggest products to her and offer advice as a professional is expected to do. Take the initiative to suggest “at some stage, you might find this beneficial.....”

REMEMBER TO FIND THE NEED AND SELL THE BENEFIT.

Focus always on what you can do for them, not what they can do for you. Keep accurate records on their Customer Profile card of products purchased and samples given, also their likes and dislikes. This will assist you in servicing their personal needs.

(using sticky notes can be helpful)



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MANAGING YOUR BUSINESS

EFFECTIVE MONEY MANAGEMENT IS IMPORTANT TO ENSURE THAT YOUR BUSINESS CONTINUES TO GROW & DEVELOP

Set up a separate bank account. Separate your MK earnings from your personal funds. Ideally, a separate credit card would benefit you or a **debit** Visa Card.

Mary Kay offers you a credit plan facility. This enables you to order products direct from the Company, do your deliveries to clients and be able to pay back the Company within 21 days. To ensure your on-going availability of the credit plan facility – it is essential that your account is repaid in full by the due date.

(this date will be noted on your invoice).

You are unable to place further orders until all previous payment is finalised.

You can accept payment from your customers with credit cards (Master Card & Visa) and follow the voice prompts on the Billpay system -phone 1300 306 501 or on-line under the Account Management section. You may also wish to settle your credit plan account with your own credit card payment using either of the above systems.

You are able to place orders anytime during a month except on the last business day.

(or otherwise advised in your Applause Magazine)

NEW CONSULTANTS FOCUS ON THEIR BUSINESS BUILDER DATES

Delivery of products purchased at Beauty Appointments is to be distributed **via the Hostess**, who will collect the customers payment on your behalf. It is not recommended to leave products until you have received payments.

Encourage credit card payment for convenience.

This also eliminates running around and is time effective

Work with a pre-arranged delivery date. Turn products over as quickly as possible I would strongly suggest that you offer a 2 – 3 week delivery date.

A thank you note to your Hostess after her Appointment, with payment to be collected and confirming the delivery date and time will assist in a smooth delivery. Give a quick courtesy call **2 days** beforehand as a gentle reminder.

Always work on ordering at the \$1700 level and above, this will equal extra rewards from the Company.

Be sure to check the current Applause Magazine for all the free products available to you at different ordering levels.

Be sure to register on-line with Mary Kay if you have access to a computer and the internet. Follow the prompts. You can log on to this site at www.marykay.com.au/community



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STEP UP THE PAGE IN YOUR BUSINESS AND BUILD SECURITY FOR A LIFETIME

POTENTIAL TEAM MEMBERS ARE EVERYWHERE

YOU JUST NEED TO IDENTIFY THEM & PREPARE WHAT YOU ARE GOING TO SAY

Why do you think she would be a great MK Consultant? Maybe its because she loves the product, has a great personality and is enthusiastic. You may also find it beneficial to consider what her initial concerns might be, so you can be prepared. Maybe she works another job, or is a busy lady

APPROACH HER WITH THE SOLE INTENTION OF ASKING HER TO MAKE AN APPOINTMENT TIME WITH YOU TO HEAR SOME MORE INFORMATION

It's important to remember at this stage you are NOT giving her information, and you're NOT asking her to decide if she would like to begin a MK business, you ARE ONLY asking her to make an Appointment to hear some more information. You could say something like;

"Mary, you really impressed me tonight, you obviously love skin care & cosmetics and you have such a great personality—everyone seems to relate to you! I don't know if you have ever considered working in the beauty industry, and I'm not asking you to make a decision right now, but I would love to make a time to have coffee with you and tell you more about MK. Before you say no, I want to assure you there is no pressure or obligation, but I think you'd be really impressed by what MK offers women. After you've heard all the facts, you may decide its for you, you may not, but at least your decision will be based on all the information."

She may respond with an initial concern like;

"I already have another job and I'm just so busy..."

To which you respond with;

"I totally understand Mary, I know how busy life can be, and we have Consultants just like you who are busy women, when we get together for a coffee I'll be able to answer any questions you have in more detail, and show you how flexible it can be around any schedule. I have Monday or Wednesday available, what would suit you best..."

COFFEE AND COMPANY INFORMATION

This is where you have a conversation with her, usually face to face, sharing information about MK Consultancy, personalised specifically to her, based her needs, and answering her questions and concerns. After you have chatted about her (finding out more about her) Start by asking her

"what information do you need me to give you about MK so you would consider making a decision..."

(You may like to use the MK Opportunity Flip Chart as a guide)

EXPECT A RESPONSE AND ENRICH HER LIFE!

Make sure you Expect a response at the conclusion of your Appointment, she may be ready to make her decision to get started today and complete the Agreement, if not you will need to decide on a time to follow up with her (within 24-48 hours) for her decision. This is a decision that could Enrich her life in so many ways. Keep your enthusiasm and be excited!



SIX QUALITIES OF A SUCCESSFUL MARY KAY CONSULTANT

1. THEY ARE BUSY PEOPLE

- They know how to prioritise
- They are good time managers
- They are easier to educate

2. THEY HAVE MORE MONTH THAN MONEY

- They are motivated to make more money
- They are goal orientated and ambitious
- They can find some access to money

3. THEY ARE NOT THE 'SALES TYPE'

- They are informative, not pushy
- They are not aggressive – they attract, not attack
- They like people and want repeat business from happy clients

4. THEY DON'T KNOW A LOT OF PEOPLE

- They know that nobody gets rich from family and friends
- They want to build a real business with real customers
- They understand that they will learn how to develop a clientele with continuous education programs and support

5. THEY ARE FAMILY ORIENTATED

- They are motivated by the needs of their family
- They want more for their families and want to present a good example to their children
- They don't use their family as an excuse, but as a reason to do well

6. THEY ARE DECISION MAKERS, NOT PROCRASTINATORS

- They recognise there is never a perfect time to start something new
- They take one step at a time, in their own time
- They never become victims of circumstances
- They understand that 'the lights on the highway will never be green for the whole journey and that life is full of detours'



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