



# Careers by Career Conference

Consultants  
January 2008

**Cosmetic Encounters of the Mary Kay Kind** are spontaneous in nature and simple. They sell someone on your consulting abilities and the product immediately. Your potential clients will be MUCH, MUCH more open to learning, and sharing you and your products with their friends. By 'seizing the moment' you greatly reduce countless phone calls, messages, postponements, rejection and discouragement.

Example #1: You are visiting with your sister-in-law, sharing about our new lip colors and mineral powders. You simply take her in the bathroom and let her play in your new colors. While she is doing so you are suggesting skin care products that would benefit her. She purchases 2 new lip colors, a new mineral powder/brush set, and a new eye revitalizer because while she was playing with the new colors she complained of dark circles. You book her with and her friends for a class next week.

Example #2: While on break at work you share with one of your co-workers that you have new mineral powders and lip colors, during your last 10 minutes of break you both dash into the bathroom play with the new products, she shares with you that she is going straight from work tomorrow to a Christmas program at her child's school. You arrange to meet in the break room bathroom the next day after work and bring your facial bag, do a quick 15 minute skin care and color make-over. She buys \$80 and books a class with her sisters and mom for the week after Christmas because she loves how she looks.

Example #3: You and 2 other moms get together once a month to let your children play. While they are playing you share with them about your new products. Pull out your mirrors and samples and ask them to 'test market' the new lips and powders. They fill out the test market forms. One of the mothers tells you that her mom is struggling with dry skin. You book her and her mom for a double facial the next day. You sell everyone a new mineral powder set.

Example #4: You and your mom are hosting a family gathering. You set up stations for everyone to enjoy during the day.

1. Satin Hands station so everyone can wash their hands before they eat. You do an education piece with each one as they use the product.
2. You set up a fragrance station for everyone to fill out a test market form on your fragrances. Promoting the new fragrance wands.
3. In the bathroom you have all your new lip colors and mineral powders. After everyone eats and the men are doing football in the family room you and the girls play in make-up.
4. You share with the men you have a challenge to put the product on 30 faces this month to attend a special advanced training. They agree to help by doing the new men's skin care at half-time during their ball game.
5. Your cousin indicates she has struggled with her skin since the birth of her baby. You do a quickie facial right then and there with skin care and color or you book her tomorrow for a complete facial with her and your aunt.

Your day nets you \$325 in misc. sales, 2 classes, a double facial booked for next week and 2 Valentine Towers promised by your 2 uncles for their wives for Valentine days.



# Cars by Career Conference

Pontiac Vibe or G6 in Smokey Platinum

Consultant Name \_\_\_\_\_

Director Name \_\_\_\_\_

	Cosmetic Encounters of the Mary Kay Kind		
Step 1	1	11	21
	2	12	22
	3	13	23
	4	14	24
	5	15	25
	6	16	26
	7	17	27
	8	18	28
	9	19	29
	10	20	30
Step 2	\$1200 sales minimum/\$750 reinvestment • Yes • No		
Step 3	Attend your MK meeting each week. Week 1 • Week 2 • Week 3 • Week 4 •		
Step 4	5 Classes booked for the following month/2 must be <b>NEW!</b> Hostesses 1. _____ Date: _____ 2. _____ Date: _____ 3. _____ Date: _____ 4. _____ Date: _____ 5. _____ Date: _____		
Step 5	Have 5 customers listen to the Choices CD/2 must be <b>NEW!</b> Customers 1. _____ 2. _____ 3. _____ 4. _____ 5. _____		
Step 6	Bring a minimum of 4 customers to sales meeting /2 must be <b>NEW!</b> Customers 1. _____ <b>NEW!</b> 2. _____ <b>NEW!</b> 3. _____ 4. _____		



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	Check off each one of the items below. They are the 'Systems' that cause your business to work effortlessly but not without effort.
	My January stats: _____ Avg. class sales _____ Avg. # bookings from a class _____ Avg. interviews from a class _____ Ratio of interviews vs. agreements
	Fill out a Weekly Plan Sheet and put on fridge or other visible place. Week 1    •    Week 2    •    Week 3    •    Week 4    •
	Weekly accomplishment sheet Week 1    •    Week 2    •    Week 3    •    Week 4    •
	Check voice com/email every day    • Yes    • No <u>Voice com is REQUIRED</u> to be involved in any pacesetter programs.
	Answer the pop quiz questions each week from <u>Mary Kay's Autobiography</u> quizzes Week 1    •    Week 2    •    Week 3    •    Week 4    •
	Note/email of appreciation or a testimony to company, director, or consultant. 3 per week Week 1    •    •    •    Week 3    •    •    • Week 2    •    •    •    Week 4    •    •    •
	Gather all your paperwork/receipts for your taxes.
	Put into place a money management and tracking system for 2008. I recommend Ascend Financials. Learn how to use the system with their free webinars.
	Items listed below are for those who did not do these assignments in a previous month.
	Pretend you are a new consultant and fill out a Pink Plan. <a href="http://www.thepinkplan.com">www.thepinkplan.com</a> • Yes    • No
	Register and participate in a free webinar on money management. <a href="http://www.ascendfinancials.com/training/register.aspx">http://www.ascendfinancials.com/training/register.aspx</a>



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This page is for ranking and recognition purposes ONLY.

Consultant Name \_\_\_\_\_

Director Name \_\_\_\_\_

Who will be the top performers in the class?	Points
Faces 20 points ea. /Double if <b>New!</b> Faces/ <b>Triple points if daytime.</b>	
Q. class 100 points ea./Double if <b>NEW!</b> Hostess/ <b>Triple points if daytime.</b>	
Basic sold 20 points ea./Double if <b>NEW!</b> Basic Customer	
Sales 1 pt. per dollar/ <b>NEW!</b> Sales 2 pt. per dollar New sale is from a new customer's first purchase.	
Section 1 wholesale order 1 point per dollar ordered (\$1200 whl. minimum)	
Class bookings 100 points ea. /Double if booked from class/facial	
New recruit 200 points/ Double if qualified/ <b>Triple if she begins as a Star Consultant</b>	
<b>Bonus Assignments</b>	
Put % of profits toward one of my family dreams (list \$ amount and dream below) 200 points_____	
Saved all change for Seminar 2008—100 points	
13% Check — 300 points	
Held qualified classes in 5 different geographic regions — 500 points	
Total Points	
<b>Career Conference Recognition</b>	
<b>Luncheon</b> —Diamond Star 3000 points/ 3rd Quarter Dec. 16– March 15th	
<b>Stage Recognition</b>	
Court of Sales \$24,000 retail as of February 29th Court of Recruiting 16 Qualified as of February 29th Moving on Up March (Since Nov. 29th achieved Team Leader or higher) 3 Quarter Stars will march 3rd Quarter Emeralds (\$3600) and Pearls (\$4800) will march	
Kissed by Success (63 lipsticks) Dec. 15– March 15th #1 will receive on-stage recognition	