

## New Beauty Consultant Introduction

### WELCOME TO OUR UNIT & MARY KAY FAMILY!

You have made a very smart business decision and I am so proud of you!!! Your "someday" is NOW!!! Congratulations on thinking a NEW thought and taking ACTION on that thought. That is called a **TURNING POINT**. You have just changed your future forever. I'm so excited to be taking this journey together. You will learn so many valuable business & life skills by being a Consultant in this wonderful company.



### THE 4 STAGES OF PERSONAL GROWTH

I realize that you are very EXCITED about your new business. You may even be a little nervous too! In fact, there are 4 stages you will go thru as a Consultant. They are:  
1) EXCITEMENT 2) FEAR 3) OVERWHELM/FRUSTRATION 4) RE-COMMITMENT.

Let me reassure you, **THAT'S A NORMAL PART OF THE PERSONAL GROWTH JOURNEY!** All Consultants go thru these stages, *including your Director*. I promise we will teach you how to move quickly thru the stages so you stay **EXCITED** most of the time. The important part is that you be **TEACHABLE, COACHABLE, TRAINABLE** and be patient with yourself. You'll also want to stay inspired by listening to positive cd's and attending your meetings and events. I've included an INSPIRATIONAL CD called "CHOICES" by NATIONAL SALES DIRECTOR Linda Toupin. She has been my personal mentor since the beginning of my Mary Kay journey. You will have the opportunity to meet her at some of our events. This is a great cd to share with your recruit prospects.  
**Here's a tip:** if you have an IPOD, upload the cd to your device and you can listen anywhere!



Linda always says, "**you become like the 5 people you spend the most time with.**" By listening to cd's from the TOP people in our company, it's like having them with you everywhere you go. She also says, "**You are where you are by the CHOICES you have made or allowed others to make for you.**" You've made SMART CHOICE by starting your own business! YOU are in control of your FUTURE!

### GETTING STARTED

So, **LET'S GET STARTED!** While you are waiting on your **STARTER KIT** to arrive, take a moment to review the contents of this packet. I have included 5 Tab Divider Pages for you.

- 1) Introduction
- 2) Booking/Coaching
- 3) Business Management
- 4) Selling
- 5) Team Building

You will get handouts at your WEEKLY MEETINGS and you can put them in the appropriate section of your binder. This binder will be a great reference tool as you BUILD your BUSINESS.



You may want to purchase a **3 RING BINDER** to put your papers in so you can be **ORGANIZED**.

# Expectations

## WHAT YOU CAN EXPECT FROM ME AS YOUR DIRECTOR

I will be your BEST MK Mentor, and will freely share my knowledge & experience that I have gained from building my own successful Mary Kay business. I will not offer advice on any area if I'm not trained or qualified to do so. I am always happy to listen and if you need help in these areas, I will pass on to you some great resources that have helped me in the past.

## MY TIME PRIORITIES

**My family** My husband Don works for UPS and his days off are Wed-Fri so I normally take off 2 out of those 3 days. It fluctuates based on seasonal events.

**My personal business** I normally work Friday-Tuesday holding classes, conducting New Consultant Debuts, and teaching at work shops & events.

**New Consultants** I look forward to getting to know you better and finding out what your goals and dreams are. We will work together to equip you to achieve those goals & dreams.

**Top Consultants** I spend a lot of time mentoring & coaching Consultants that have a desire to move up the Career Path & who are attending a weekly meeting somewhere. My purpose is to move them into leadership positions in our Unit, in the company, and ultimately building our National Area.



## COMMUNICATION

**Weekly Success Meetings** every Monday 7-9pm which is held in my home  
**Intelliverse 24/7** This is my best way to communicate with our large Unit because you can do this while you're ON THE GO! This is absolutely the best way for me to personally mentor you! Our Consultants love it!

**Email** I always do my best to answer you back in a timely manner but be patient. If I'm traveling, you may get a delayed response.

**Phone** If you need to talk to me live, call me on Monday, which is my office day or we can set up an appointment for another time that works for both our schedules. My office line: (812) 969-2496 My cell: (812) 267-2385



## WHAT I ASK OF YOU AS A BEAUTY CONSULTANT

**Be professional** Wear MK business attire, which is a suit or a skirted outfit to all Mary Kay functions and to your appointments. We want to project a professional image to our customers.

**Be on time** When you're late for an appointment, you're indirectly telling people that your time is more important than theirs.

**Be accountable** Turn in your weekly results (online at [www.marykayintouch.com](http://www.marykayintouch.com)).

**Be polite** At meetings & events, please give the speaker, whether your Director or another Consultant, your full attention. If you're talking you may miss some thing important.

**Be a good student and NEVER miss a meeting** Treat it like a business and it will PAY you like a business.

**Be a POSITIVE PERSON, and an ENERGY GIVER** We do not share negativity at the meeting. Always talk to your Director or Recruiter in private if you need support. (Imagine if you had a recruit prospect attending your meeting with you only to have someone complaining about her cancellations in front of your guest when she's possibly considering this business for herself! Yikes!)



## Setting Up Your Systems

Systems support the functionality of your business. I've created these checklists to help you set up your new business systems at your own pace. As you complete each checklist, fill out the online form at [www.marykayintouch.com](http://www.marykayintouch.com) under the CALENDAR section. This information comes directly to our office, so we know how you are doing. You'll even receive a **FUN PRIZE** for completing the checklists. We will present them to you at our local meeting or mail them if you are out of town.

### #1 WELCOME MESSAGE

\_\_ To hear a special NEW CONSULTANT WELCOME MESSAGE from Melissa, call (209) 647-1998!



### #2 INVENTORY OPTIONS

\_\_ Call the INVENTORY HOTLINE (641) 715-3900 access code 11183# to hear how you can get some amazing FREE PRODUCT BONUSES on your first order.

**Special bonus worth \$114 when you order in your first 15 days!**

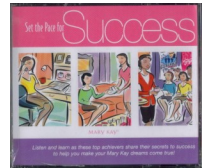
\_\_ Fill out the INVENTORY WORKSHEET to help you make a decision if you will need inventory and how much to start with.

\_\_ Create your PINK PLAN. This is a FREE business plan to help you achieve your personal financial goals.

\_\_ Call your Recruiter or Director to let them know what you've decided.

**PRIZE: Set the Pace for Success CD's**

**BONUS PRIZE: Silver Charm Necklace** for ordering \$600ws or more.



### #3 SETTING UP YOUR COMMUNICATION SYSTEMS

\_\_ Start working on your CONTACT LIST under Business Tools, myCustomers, and select Add a Customer. I challenge you to get 50 or more names on your list.

\_\_ Send your 15 FREE MAILERS to your favorite people!

\_\_ Change your answering machine or voicemail greeting to let people know you are now a MARY KAY BEAUTY CONSULTANT.

\_\_ Sign up for our phone message board called INTELLIVERSE. Call (800) 559-6189. It's FREE for the first 30 days and then only \$14.95 per month after that. This gives you 24/7 access to your Director where you can ask questions, listen in to messages from Top Consultants and Directors across the nation, and more!!! *Don't be left out of the loop!*



**PRIZE: Business Card Holder**

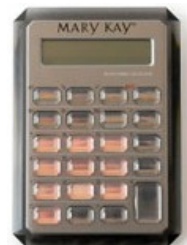
### #4 SETTING UP YOUR MARY KAY OFFICE

\_\_ Sign up for your MARY KAY PERSONAL WEBSITE under BUSINESS TOOLS. It's HALF PRICE for New Consultants.

\_\_ Order your BUSINESS KIT (business cards, product labels, address stamp, nametag).

\_\_ Sign up for PROPAY so you can accept credit/debit cards.

**PRIZE: Jeweled Calculator**



## Sharing Your Product & Opportunity

Mary Kay always said, "Nothing happens until somebody sells something." Luckily the focus is on letting people try the product and getting their opinion. When you set a goal to "practice" with people in the beginning, the sales will happen as a natural result. So let people try the product right away!

### **AVERAGES:** *(Focus on the activity and the average results will come!)*

**BOOKING:** 2/3 of the appointments you book will hold (that's why we encourage you to book 8 to hold 5)

**SELLING:** \$40-\$70 average sale per customer (1 will buy a lipstick for \$13, 1 will buy a Miracle Set \$110)

**RECRUITING:** 1 out of 5 that hear about our opportunity will sign up

### **#5 GET YOUR PARTY STARTED**

\_\_\_ Go thru your Datebook and mark out your job schedule, then family schedule, then select the times you can hold your MK appointments. I suggest highlighting those time slots in green.

\_\_\_ If you decide to start with \$600ws or more, book your BUSINESS DEBUT with your recruiter or Director.

\_\_\_ If not, BOOK 8 CLASSES to be held in your first 2 weeks. Once you've held 5, use the money from your sales to place your first order.

\_\_\_ Watch your SKIN CARE CLASS DVD

\_\_\_ Observe a LIVE Skin Care class with your Recruiter.

\_\_\_ Organize your Starter Kit and try all the products!



### **PRIZE: MK Money Bag**

#### **SAMPLE BOOKING SCRIPT:**

*"I am so excited! I've just started my new MARY KAY business and as a part of my training, I need to practice on 15 faces in the next 2 weeks so I need to borrow your face. (pause) What's better for you, during the week or on the weekend?"*

Always offer 2 options and never ask a YES or NO question.

Once you set a time, encourage them to share their appointment with a few friends...

*"Okay great. I will see you on \_\_\_ at \_\_\_. Who do you know that could be there when I come to practice with you? That would help me reach my 15 faces goal even faster. If you have at least 2 or more people there (18 or older that don't have a Consultant) you'll get some FREE product!"*

See our HOSTESS PROGRAM on [www.marykayintouch.com](http://www.marykayintouch.com) under the CALENDAR section for more details.

### **#6 SHARE THE OPPORTUNITY**

\_\_\_ Listen to the DREAM BIG HOTLINE (641) 715-3900 access code 47141#. Have 5 prospects listen to the HOTLINE or the CHOICES CD included in this packet. (I've also included 5 DREAM BIG HOTLINE postcards for you to hand out.)

\_\_\_ Start working on your DREAM BOOK. Cut out pictures of what you'd like to be, do, have and put them in a photo album, scrapbook, etc.

\_\_\_ Bring a friend/prospect to the meeting with you. **Steps 1-3 Pearl Earrings**

\_\_\_ Fill out a \$1000 QUESTIONNAIRE with 5 prospects. **Pearl Bracelet**

\_\_\_ Sign up your FIRST RECRUIT. **Pearl Necklace**



### **PRIZE: Pearl Jewelry**

#### **HOW TO ASK PEOPLE TO LISTEN TO THE OPPORTUNITY:**

*"I am so excited. I've just started my new Mary Kay business and as a part of my training, I need to let 5 people listen to this cd or hotline and for helping me, you'll get any one product at 50% off and be entered to win \$1000 cash!"*

See our \$1000 GIVEAWAY on [www.marykayintouch.com](http://www.marykayintouch.com) under the CALENDAR section for more details.

## Your Mary Kay Education

You owe it to yourself to take advantage of all the training and support that is available to you. This truly will build your confidence...*the higher your confidence, the higher your paycheck!*

Although I encourage you to BE A GOOD STUDENT, you do not have to know everything BEFORE you get started sharing the products with potential customers. The products sell themselves. When they TRY IT, they'll BUY IT! Mary Kay has a wonderful reputation in the market and has been the BEST SELLING BRAND for decades! That's all you really need to know to get started. Just remember, every person has that invisible sign around their neck that says, "*Make me feel important.*"

### #7 BE A GOOD STUDENT

- Complete all 4 SILVER WINGS for NEW CONSULTANT COURSES.
- Attend all 4 NEW CONSULTANT BOOTCAMPS at your meeting  
(for out of town Consultants, you can complete these classes on [www.melissamays.com](http://www.melissamays.com))
- Listen to all 4 SET THE PACE CD'S.  
(you'll receive these cd's once you've completed the STEP #2 INVENTORY OPTIONS)
- Read your Consultants Guide
- Read the MARY KAY AUTOBIOGRAPHY.  
(you'll receive this book with your first order)

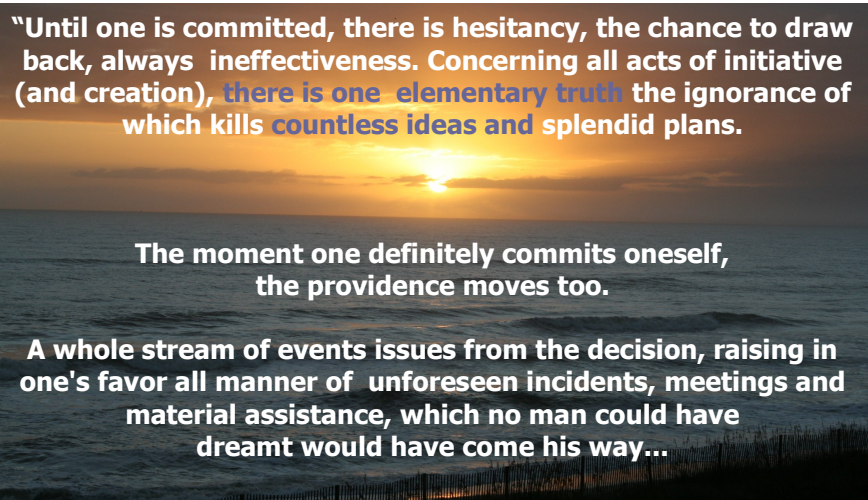


**PRIZE: MK Checkbook Cover**

## Your Journey

They say the longest journey begins with a single step. Again, I am so excited that you have taken that step and started your MARY KAY business. I never dreamed that when I started mine, that it would CHANGE MY LIFE like it has. Even though I experienced some challenges along the way, I never gave up! In fact, the simple secret to success is to GET STARTED and NEVER QUIT! I am thankful for every part of the journey and I am convinced that you will love it too!

I sincerely look forward to working with you, watching you grow, and seeing you make all your DREAMS COME TRUE! As Mary Kay herself always loved to say, "*YOU CAN DO IT!*"



**Whatever you can do or dream you can, begin it.  
BOLDNESS has genius, power and magic in it!**