

# Power Team Building Plan

Keep Calm & Share On!!



## Do you need a team building system that works?

Team Building is a process. It's been said that some personality types need to hear information about an opportunity 7 or more times before committing to it. Have you ever had a potential team member fall through the cracks? Shared the Mary Kay opportunity with her once and then forgotten to share anything with them again? It's not because you didn't want to or that you forgot about her, but maybe you didn't have a system in place or weren't organized enough to give her enough opportunities to make her decision. With this system no one will ever get forgotten. You will be giving everyone the information they need to make their decision.

We will walk you through the following steps:

1

Product

2

Share

3

Follow Up



### SCRIPTS

We have included simple scripts for you to follow.



### TRACKING

A simple system to keep track of your potential team members and what they have heard and attended.



### IDEAS

Additional tips and resources to help you sell your way to success.

**We are going to keep things simple and organized and get results.** This is a combination of different scripts, potential team member tracking systems and sharing ideas. **The idea is to connect with each potential guest through two methods of communication (ie. Text, Facebook, Email, Voxer, Phone Call, In Person etc) each time.** How they respond to you is likely their preferred method of communication. **It is very important after every sharing opportunity to have your sales director follow up with your potential team member.** She can help answer questions and overcome objections you may not be accustomed to yet. She can also inspire and relate to her and help her find resources and provide incentives to start her business.

#### **TEAM BUILDING STEPS:**

1. **Uses the Product**– It is very important that your potential team member be introduced to the product before being introduced to the business opportunity. This builds a solid foundation of sales, which will keep her in business long term.
2. **Hosted a Party**– Team members recruited at a party will learn to have a successful party by watching, which will create the opportunity for her to have successful parties of her own. Being a hostess helps her learn first hand how to coach a successful party.
3. **Watched a Marketing Video**– There are many amazing marketing videos from the company and successful Sales Director and National Sales Directors that you can easily share with your potential team member. We have included several marketing videos many have had great success with.
4. **Listened to a Marketing Call**– There are many recruiting hotlines, recorded and live calls that you can ask your potential team members to listen to. We have included several that many have had success with.
5. **Given a Recruiting Packet**– Sending your potential team member home from a selling or recruiting appointment with literature is a great way to share facts and information, especially if they would like to later share that information with a spouse or someone close to them to help them make their decision. We have included an example of a recruiting packet you can use.
6. **Had a One on One Sharing Appointment**– Sharing the opportunity in person, one on one, yourself or with your director has proven to be the most successful method of sharing the business opportunity. This could be at a facial or party or at a separate appointment. Offering to take them for coffee, cupcakes, lunch or dinner might make it fun and more enticing. Inviting a spouse or someone close that they would rely on to help make their decision has proven successful as well.
7. **Attended a Recruiting Event**– A recruiting event can be anything from a car celebration or director debut to a sales director or national sales director speaking at a small or large event. Bringing your potential team member to an event creates an environment where she can be inspired by other's successes and where she might find someone successful she can relate to.
8. **Followed Up With Your Director**- **It is very important after every sharing opportunity to have your sales director follow up with your potential team member.** She can help answer questions and overcome objections you may not be accustomed to yet. She can also inspire and relate to her and help her find resources and provide incentives to start her business.

Potential Team Member			Date Completed						
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Sharing Opportunity	Script
Marketing Call	<p>Hi! This is _____ with Mary Kay. I have a quick question do you. Do you have a sec?</p> <p>I'm finishing a Mary Kay contest to win _____. To finish I need 5 more people to listen to a prerecorded message about being a Mary Kay consultant. It doesn't matter if you don't want to join Mary Kay. I'll give you free _____ just for listening. Can you help me out?</p>
Marketing Video	<p>Hey _____! Quick question for you.... I'm finishing my _____ and I need 10 ladies to watch a _____(video length) video link. I'll give you a _____ or _____ just for watching. Can you help me out?</p> <p>IF YES– You rock! I'm so excited! Click on this link _____ and watch the video (its ___ min) and then text my director (name and number) when you're done. She'll have a couple follow up questions and I'll send you your _____.</p>
One on One Interview	<p>Hi cute friend! This is _____ with Mary Kay. If I get 10 people to go out for (coffee, lunch, dinner, dessert etc) before the month ends, I win _____. Its okay if you aren't ready to join MK, but could I take you out, my treat, and do a little marketing presentation? If anything, it would be so much fun to spend time with you again :-)</p>
Car Celebration or Director Debut	<p>Hi there! A Mary Kay friend of mine just got a huge promotion, and they are having a celebration for her on the _____. I'm working on my next promotion myself ( or I'm earning my first Car) , and I get credit toward my qualifications for every sharp guest I bring who gives her feedback on the event and our company. I figured I'd look great walking in with you :) Could you fill a seat for me? It will be a very inspiring and uplifting 2 hours, I PROMISE!</p>
Recruiting Event	<p>Hi! This is _____ with Mary Kay. I have a quick question do you. Do you have a sec?</p> <p>I'm finishing a Mary Kay contest to win _____. To finish I need to share information about being a MK consultant with 5 more people this week and next. It doesn't matter if you don't want to join Mary Kay. We are having a fun _____ next _____ you can even bring your hubby for a free date night! You'll be entered to win a _____ on me just for coming! Can you help me out?</p>
Permission for Director Follow Up	<p>Is it ok if my director shoots you a quick text (or gives you a quick call) to follow up and see how I did today? She'll be able to give me credit and get you entered in our _____ drawing.</p>



# Marketing Videos

here are some great online marketing videos that we have found success with

## National Sales Director Leah Lauchlan



<https://www.youtube.com/watch?v=tYvc7i6Y07A>

## Executive Senior Sales Director Kali Dablander Brigham



<https://www.youtube.com/watch?v=Zj3qBKZ0pvY>

## Executive Senior Sales Director Amy Kemp



<https://www.youtube.com/watch?v=j31CzaWkQw>

## Mary Kay Virtual Guest Event



<https://www.youtube.com/watch?v=eFeOA3zoYBY&feature=youtu.be>

## National Sales Director Lisa Madson



<https://vimeo.com/24649993>

## National Sales Director Dacia Wiegandt



<https://www.youtube.com/watch?v=k182qi1nrok>

# Marketing Calls

here are some great recorded marketing calls that we have found success with

\* DARE to be DRIVEN \*

## MARKETING HOTLINE

Dial (641) 715-3900

Choose the story that you want to hear and enter her extension!

x880072  
x816604 Spanish  
x293297

x880072



Dacia Wiegandt  
Senior NSD

Former Occupation:  
School Teacher

Family:  
Married with 3 small children

Highest Commission  
Check:  
\$60,000 in one month

x862315



Auri Hatheway  
NSD

Former Occupation:  
Actuary

Family:  
Married with 1 small child

Highest Commission  
Check:  
\$38,000 in one month

x221634



Christine Denton  
Executive Senior Director

Former Occupation:  
Pharmaceutical Sales

Family:  
Newlywed

Highest Commission  
Check:  
\$15,000 in one month

x298849



Tanya King-Lee  
Elite Executive Senior Director

Former Occupation:  
Nurse

Family:  
Married, Mom of twin boys

Highest Commission  
Check:  
\$26,000 in one month

x95528



Leigh Ann David  
Senior Director

Former Occupation:  
Accountant

Family:  
Married, Mom of 1 small child

Highest Commission  
Check:  
\$13,000 in one month

x816604 Spanish  
x293297



Rosa Garcia Acevedo  
Executive Senior Director

Former Occupation:  
Attorney

Family:  
Married, Mom of 4 children

Highest Commission  
Check:  
\$14,000 in one month

# Recruiting Packet

here is a great online recruiting packet that we have found success with

## Your Starter Kit...



**Only \$100**  
plus applicable tax and shipping

**\$410**  
retail value!  
(with TimeWise Liquid Foundations)  
Full-Size Retail Product

**Product Included:**  
TimeWise 3-in-1 Cleanser Normal/Dry  
TimeWise Age-Fighting Moisturizer Normal/Dry  
TimeWise 3-in-1 Cleanser Combination/Oily  
TimeWise Age-Fighting Moisturizer Combination/Oily  
TimeWise Day Solution SPF 35  
TimeWise Night Solution  
Oil-Free Eye Makeup Remover  
Ultimate Mascara—Black  
Choice of Mary Kay Mineral Powder Foundations or  
TimeWise Liquid Foundations


**Supplies:**  
4 Mirrors with Trays  
10 Color Cards  
12 Lip Gloss Samplers  
30 Disposable Trays  
30 Facial Cloths  
Foundation Finder Tool  
15 Disposable Sponge-Tip Brushes  
15 Disposable Mascara Brushes  
12 Fragrance-Free Salin Hair  
6 Paris Microdermabrasion  
6 Botanical Effects Cleanse  
6 Botanical Effects Moisturiz  
6 Botanical Effects Freshen  
6 Botanical Effects Mask

**Materials:**  
Hostess Brochure  
Team-Building Brochure  
25 Customer Profiles  
10 Look Books  
25 Sales Tickets  
10 Beauty Books w/Instructor's Guide

**Consultant Guide**  
**Datebook**  
**Start Something Beautiful DVD**  
**Start Earning Now Magazine**  
**Miracles Happen Book**  
**Ready, Set, Sell Inventory Options Brochure**

**Small investment, Big rewards!**

## Six Avenues of Income



- 1 Skin Care Classes and Facials**  
50% One of the highest direct sales commission paid in the United States. The checks are made out to you and you order directly from the company so you don't have to wait for a check to come from Mary Kay. There are 4 ways to market our products.  
**On the Face**  
Traditional way of showing Mary Kay products, designed for women who like to pamper others and build relationships. Networking Portfolios are also a great way to network your business and do some free advertising for other women.  
**On the Go**
- 2 Recorders**
- 3 Dovetails**  
This is an avenue that allows you to sell an appointment to another consultant when a scheduling conflict arises. Mary Kay's priorities are Faith, Family and then Career. You will receive **15%** from the sales for that appointment and it is the only time that money is exchanged between consultants.
- 4 Team Building**  
This is paid directly from the Company in the form of a commission check as long as the team member and the recruiter are active with the Company. It is never taken out of the new team member's pocket. Mary Kay is a dual-marketing company NOT a pyramid or multi-level company.  
**4%** 1-4 Active Team Members - Average \$100/Month  
**9% - 13%** 5 Active Team Members - Average \$300-\$800/Month
- 5 Car Program**  
You can earn the free use of a beautiful new **White Chevy Cruze**. The Company pays registration, taxes, car payment, and a portion of the insurance. You also have the option of taking **\$375** cash compensation in place of the car. You can take 1-4 months to earn your car. Other career cars include a **Toyota Camry** or **Chevy Equinox** or **Black Mustang** or **\$500** a month and for the Top Performers there are the famous **Pink Cadillacs** or **\$900** a month!
- 6 Leadership Positions**  
**13%** This commission is paid to the Director from the Company based on the unit monthly wholesale production. You can qualify for **unlimited cash bonuses** each month. This all comes in the form of a commission check from the Company, never from the Consultant's pocket. Directors can also qualify for free life insurance, pink cars and world-class trips. Average first year Director Earnings are about \$35,000 per year and you can move into the National Sales Director position with an average income of \$200,000 and the Family Security Program and Pink Escalades!

## Have you ever considered OWNING YOUR OWN BUSINESS?

Hobby 2-4 hrs per week    Part time 6-10 hrs per week    Full time 15-20 hrs per week

**Areas of income**  
1. Classes and facials-50% commission.  
2. Recorders 50% commission  
3. Team Members  
4. Car Program  
5. Directorship

**Tax Benefits and Deductions**  
Automobile cost- 40.5 cents per mile for business related travel  
Telephone- long distance business telephone calls 100% deductible  
Entertainment and travel-when for your Mary Kay business  
Skin care class supplies-washcloths, cotton balls, tablecloths, beauty showcase etc.  
Office supplies printing, postage, paper, pens, etc.

**Advantages**  
No Territories  
Website Business for only \$25  
No franchise program  
No quotas  
Full training program  
Retirement-for National Sales Directors  
Insurance-active consultants can enjoy self employment benefit programs  
Prizes-diamonds, other jewelry, luggage, air travel, use of free cars and much more

**Investment Required**  
1. \$100 beauty showcase is (a \$325 value) plus local tax and shipping  
2. Inventory-optional, but recommended  
3. Buy back guarantee from the company

Filed by Charlotte Gardunia for clients of Virtual Assisting 4 U

**What You Can Expect From Your Classes and Recorder Business After One Year**  
1. At each skin care class, the number of guests ranges from 3-6 with an average of 4. The average sales are \$200 per class  
2. We retain 85% of our customers  
3. The average recorder per customer each year is at least \$157

**5 Classes per week (15-20 Hours)**  
\$175x4 = \$700 weekly sales  
\$875x50 weeks = \$43,750 annual retail sales  
425 customers x \$157 per year = \$66,725 annual retail sales  
\$110,475 total annual sales  
\$55,237 profit

**4 Classes per week (10-15 Hours)**  
\$175x4 = 700 weekly sales  
\$700x50 weeks = \$35,000 annual retail sales  
340 customers x \$157 per year = \$53,380 annual retail sales  
\$88,380 total annual sales  
\$44,190 profit

**3 Classes per week (6-8 Hours)**  
\$175x3 = \$525 weekly sales  
\$525x50 weeks = \$26,250 annual retail sales  
255 customers x \$157 per year = \$40,035 annual retail sales  
\$66,285 total annual sales  
\$33,142 profit

**2 Classes per week (4-6 Hours)**  
\$175x2 = \$350 weekly sales  
\$350x50 weeks = \$14,500 annual retail sales  
170 customers x \$157 per year = \$26,690 annual retail sales  
\$44,190 total annual sales  
\$22,095 profit

**1 Class per week (4-6 Hours)**  
\$175x1 = \$175 weekly sales  
\$175x50 weeks = \$8,750 annual retail sales  
85 customers x \$157 per year = \$13,345 annual retail sales  
\$22,095 total annual sales  
\$11,047 profit

**MARY KAY PHILOSOPHY**  
God First, Family Second, Career Third

The Golden Rule:  
"Do unto others as you would have them do unto you."

women, these This works well for her date but don't

free product who don't know a schedules are

interactive website. Her Mary Kay internet hostess company and write

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Compare to other different avenues of income of our marketing plan, all figures are approximates, there are no guarantees and subject to change at any time