

pass it on!

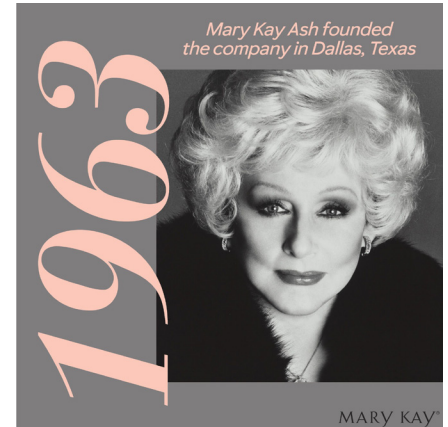
Everything you need to know to share
our amazing Mary Kay Opportunity!



Why We Share

Mary Kay has been enriching women's lives for over 50 years. Whether you have been in Mary Kay for 5 minutes or 50 years, we know that you have been blessed by this company. Just as we share the facts about the skin care, we also share the facts about the Mary Kay Business Opportunity. **Mary Kay Ash taught us that there is at least one new Team Member at every single party.** She asked that we share the facts about our business so that other women will have the information that they need to decide if a Mary Kay business is right for her.

It is your job to share the facts, but it is her decision whether she starts her business or not. It's as simple as that! Building a team allows you to lead other women, enrich their lives, make new friends, and is an additional stream of income.



Build Your Team, Dispel the Fear!

Fear	Reality
She may think I'm pushy.	"Pushy" is trying to convince her to do something she doesn't want to do. Invite her to hear more, and let her decide if she's open to the opportunity.
What if she says "no"?	That's OK, you'll keep her as a loyal customer! But you'll never know until you ask. Besides, why wouldn't she like the chance to make extra money as she pampers others at parties?
I'm afraid she won't like me.	Team Building isn't about you, it's about sharing the Mary Kay opportunity with others. Be sincere and transparent.
I don't know enough about the business to help her be successful.	When you recruit her, you've been working your Mary Kay business one week, month, or hour more than her. It's difficult to know everything, so give yourself grace, and have fun learning and growing together.
What if she's not successful and blames me?	Your role is to guide her and offer support where needed. It's up to her to do the work necessary to be successful.
What if I recruit someone who isn't like me?	That's the beauty of Mary Kay! It's an opportunity for all. Everyone is unique and can benefit in their own way. Embrace your differences and learn together.

Be Prepared

- Print out a **Start Kit Flyer** (included in this packet).
- Have **Beauty Agreements** from Section 2.
- Print out **Tell Us What You Think Forms** (included in this packet) so that they can all fill out the survey.
- Practice the **MRS. CAB** section of the Flip Chart so you feel comfortable sharing the Mary Kay Opportunity.



Know Your Target Market

- It is important that you share the Opportunity with everyone at your skin care party. However, keep in mind that our target market, is women who:
 - Are married
 - Have children
 - Have completed some sort of higher education
 - Own their own home
 - Between the ages of 25-55
 - Are emotionally stable

The reason why this is our target market is because all of these things require one big thing - **COMMITMENT!** If a woman has made a long term commitment in her life, she is more likely to make a long term commitment to Mary Kay!

Are there exceptions to this rule? Of course! A lot of our top Sales Directors did not fit into all 5 categories of the target market when they started their businesses. However, they were moving in that direction.

Build your business on the rule, not the exception!



The Mary Kay Career Path & The Red Jacket



The Mary Kay Career Path is clearly defined, and you will always know exactly what it takes to advance to the next level. Mary Kay InTouch has a resource called the Advance Brochure, that walks you through the details of each position.

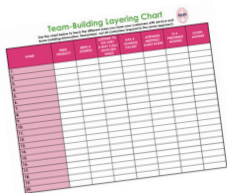
The first promotion that you will want to work for is the Red Jacket. You will be a Red Jacket with just 3 active team members on your team. You will be rewarded with the prestigious Red Jacket to wear to events, and will enjoy an increased commission, team building bonuses, and other perks. With just 3 women required to achieve this position, we find that most women find their first 3 team members in their immediate circle of influence. So grab your bestie, mom, friend, or neighbor and bring her on this journey with you!

KISS - Keep it Simple Sweetie

- When you share the opportunity, share what you love about MK. You don't need to market as if you were doing a speech, you just need to **share from your heart**.
- Sharing the opportunity should be about 10 minutes.
- For example, my **favorite thing** that I share with women is the philosophy of the company and how we learn to live with the priorities of God first, Family second, and Career third.
- Once I share the philosophy, I share a few other things, and marketing becomes super easy if you **remember MRS. CAB**.

- Money
- Recognition
- Self-growth
- Cars
- Advancement
- Be your own Boss





Layering is a Process



• **Layering is a process.** Some personalities will sign up on the spot while others need another layer. We included this **Team Building Layering Chart** in your packet so that you can see the various "next steps" or "layers" to expose someone to Mary Kay.

- When you are closing her, your goal is to get her to the next layer. Use your judgment on what makes the most sense for her. Maybe she needs to come to your unit meeting for a glamour night. If she booked a party, you want to book her date and time and have her start inviting guests. Perhaps she wants more info on the business and you can book a three way phone call with you, her, and your director. Or maybe she would be willing to watch a video to help you earn your pearls of sharing.
- Always remember, at the end of **EVERY** appointment, to set her up with her next layer. The more layers she is exposed to, the higher the chance that she remains a customer for life, or joins your team. It takes an average of 5 layers for someone to make a decision on the business, but most consultants stop after just 2.

If She Selects:	Her Next Step Is:
9 or 10	Have her complete her Beauty Consultant Agreement with Payment. Tell her to start making her contact list, & that your Sales Director will be calling her within 24 hours with her next steps.
6-8	Schedule her next layer. Use your judgment to determine what layer would be best for her. Choose from the layers listed on the Team Building Layering Chart (watch video, attend guest event, etc.)
1-4	Be sure to have her 2nd Appointment scheduled & keep her close to the product.

Words of Advice

- Remember that it is all about the numbers! Statistically 1 out of 5 sign after hearing about the Opportunity.
- If you are excited, people will want to follow you!
- Never prejudge - share with everyone
- Mary Kay is the **BEST** gift that you can ever give someone -- aren't you glad that your recruiter shared this gift with you?



Team-Building Layering Chart



Use the chart below to track the different ways you layer your customers with service and team-building information. Remember, not all customers respond to the same approach.

NAME	TRIED PRODUCT	BEEN A HOSTESS	LISTENED TO S4S LINE/ 3-WAY CALL/ WATCHED VIDEO	HAS A SHARING PACKET	ATTENDED MEETING/ GUEST EVENT	IS A PREFERRED HOSTESS	GIVEN ANSWER
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							
13.							
14.							
15.							
16.							
17.							
18.							
19.							
20.							

Tell Us What You Think

Name: _____ Date: _____

Phone: _____

Consultant's Name: _____

My Interests Are:

***Check all that apply:**

- | | |
|--|--|
| <input type="checkbox"/> Purchasing Mary Kay Products | <input type="checkbox"/> Attending Another Mary Kay Event |
| <input type="checkbox"/> Hosting a Party | <input type="checkbox"/> Starting My Own Mary Kay Business |
| <input type="checkbox"/> Scheduling a 1-on-1 Appointment | |

How would you rate your interest level in the Mary Kay Business Opportunity?

Not interested at all	1	2	3	4	5	6	7	8	9	10	Let's get started today!
-----------------------	---	---	---	---	---	---	---	---	---	----	--------------------------

What information would you need to move you from the number you circled above to a 10?
What questions/concerns do you have?

Tell Us What You Think

Name: _____ Date: _____

Phone: _____

Consultant's Name: _____

My Interests Are:

***Check all that apply:**

- | | |
|--|--|
| <input type="checkbox"/> Purchasing Mary Kay Products | <input type="checkbox"/> Attending Another Mary Kay Event |
| <input type="checkbox"/> Hosting a Party | <input type="checkbox"/> Starting My Own Mary Kay Business |
| <input type="checkbox"/> Scheduling a 1-on-1 Appointment | |

How would you rate your interest level in the Mary Kay Business Opportunity?

Not interested at all	1	2	3	4	5	6	7	8	9	10	Let's get started today!
-----------------------	---	---	---	---	---	---	---	---	---	----	--------------------------

What information would you need to move you from the number you circled above to a 10?
What questions/concerns do you have?

ONLY \$100 to start your MK Business

PLUS APPLICABLE TAX AND SHIPPING

\$408 Full Size Product Value
\$99+ Business Supply Value

\$507+ Total Value



Full Size Retail Product Included:

- TimeWise Age Minimize 3D 4-in-1 Cleanser (Normal / Dry)
- TimeWise Age Minimize 3D 4-in-1 Cleanser (Combination / Oily)
- TimeWise Age Minimize 3D Day Cream (Normal / Dry)
- TimeWise Age Minimize 3D Day Cream (Combination / Oily)
- TimeWise Age Minimize 3D Night Cream (Normal / Dry)
- TimeWise Age Minimize 3D Night Cream (Combination / Oily)
- TimeWise Age Minimize 3D Eye Cream

Translucent Powder

Oil-Free Eye Makeup Remover

Mary Kay Ultimate Mascara in Black

5 Mary Kay CC Creams SPF 15:

Very Light, Light to Medium,
Medium to Deep, Deep, & Very Deep

White Tea & Citrus

Satin Hands Pampering Set

Samplers:

- 30 Color Cards
- 30 Mascara Brushes
- 30 Sponge-Tip Applicators

Education Materials:

- Start Something Beautiful DVD
- Start Something Beautiful Magazine Ready, Set, Sell! New Consultant Inventory Options Brochure
- Miracles Happen Book
- Steps to Success Brochure
- Skin Care Party Flip Chart
- Welcome Card
- Datebook

WHAT COMES IN YOUR

Mary Kay Starter Kit

- 4 Name Cards
- 4 Placemats
- 4 Dry Erase Markers
- 30 Customer Profiles
- 30 Sales Tickets
- 10 Look Books

Tools:

- Starter Kit Bag
- 4 Mirrors with Trays
- 30 Disposable Trays
- 30 Facial Cloths



Pearls of Sharing

You can earn the Pearls of Sharing AND your MK Beauty Coat by sharing the MK opportunity with at least 9 women in your first 30 days! You can share the opportunity via a three-way call with your Sales Director, by bringing a guest to your weekly meeting, or by having your potential new team member call in to the Pre-Recorded Marketing Line! We suggest doing a combination of the three. Make sure that before you share the opportunity each of the women have tried the Mary Kay products.

CONSULTANT NAME: _____



Earn your **Pearls of Sharing Earrings** by sharing the marketing plan with 3 women.

Name: _____

Name: _____

Name: _____

Earn your **Pearls of Sharing Bracelet** by sharing the marketing plan with 3 additional women.

(6 total)

Name: _____

Name: _____

Name: _____



Earn your **Pearls of Sharing Necklace** by sharing the marketing plan with 3 additional women. (9 total)

Name: _____

Name: _____

Name: _____

Earn your **Beauty Coat** by adding 1 qualified team member* and completing a Power Start

Name of recruit: _____

Wholesale Order amount: _____

*A qualified recruit is one who places an initial order of \$600 or more.

