

# Mary Kay Marketing Plan

## Six Qualities of a Successful Consultant

(May have one or all of these traits)

- 1) **They are busy people.**
  - Therefore, know how to prioritize.
  - They are good time managers.
  - They are easy to train.
  - The average consultant (73%) works full time, is married, and has two children.
- 2) **They have more money than money.**
  - Therefore, they are motivated to make more money.
  - They are goal oriented and ambitious.
  - They can find access to some money. Women are more creative with finances.
- 3) **They are not the Sales Type.**
  - They are not pushy, but informative.
  - They like people and want repeat business from happy clients.
  - They are not aggressive; they attract, not attack.
- 4) **They don't know a lot of people.**
  - We have found that it is easier to work with new contacts than friends and family.
  - They want to build a business with real customers.
  - Wonderful way to meet new people.
  - Developing clientele is covered in training with ideas shared at weekly meetings.
- 5) **They are family oriented; motivated by the needs of their families.**
  - They don't use their family as an excuse, but as a reason to do well.
  - They want more for their family and want to be a good example to their children.
  - They demonstrate good work ethic.
- 6) **They are decision makers, not procrastinators.**
  - There is never a good time for something new.
  - You will never have 100% free time.
  - They take one step at a time on their timetable.
  - They live by their dreams and not by their circumstances.

## Reasons People Choose to Start a Business with Mary Kay

- 1) **Money**
  - 50% Commission-highest direct sales commission paid in the United States.
  - Parties' average \$300- 1-2 hour time frame.
  - Facials average \$100- 30 min – 1 hour time frame.
  - Dovetail 15%
  - 4%, 6%, 8%, 9%, or 13% recruiter's commission.
  - Directors can earn bonuses \$5,000+ per month.
- 2) **Recognition**
  - Prizes weekly, monthly, quarterly, & yearly.
  - People in general will work harder for the pat on the back and feeling of success than for money.
  - Praises people to success.
- 3) **Self-Esteem/Personal Growth**
  - Self-Improvement course you get paid to take.
  - The only way to grow is to step out of your comfort zone and get your heart racing.
- 4) **Earn a Chevy Malibu, Ford Fusion, Chevy Equinox, Mini Cooper, Chevy Traverse, Pink Cadillac or \$425 up to \$1,400 cash compensation**
  - Leased vehicle with 85% of insurance paid.
  - Build a team of 5 to 16 consultants and meet wholesale production in a 1 to 4 month period.
- 5) **Advantages/Advancements**
  - Our product is consumable, like sugar or bread, so reorders become a large part of our income.
  - Best part is you advance at your own pace. You decide to promote yourself.
  - Tax breaks, auto costs, mileage
  - No territories.
  - Not a franchise.
  - Full training.
  - Retirement available to NSDs.
  - NO QUOTAS.
- 6) **Flexibility**
  - Work as little or as much as you want.
  - Become a consultant for personal use.
  - Be as involved as you want.
- 7) **Be your Own Boss**
  - You are in control. You call the shots.
  - Investment is \$100 + tax (Starter Kit).
  - Inventory is optional; it's a privilege to carry it.
  - 90% Buy Back on Inventory.
  - 100% Satisfaction guarantee on all products sold.