



MARY KAY®

Imagine^{the} Possibilities

Answering your questions about a Mary Kay business

pink changing lives™



IT BEGAN WITH A DREAM



Global Headquarters Dallas, TX



Our Agenda for Today...

- I'll have you tell me a little about you.
- I'll tell you a little about me.
- I'll tell you about Mary Kay.
- I'll answer any questions you may have.
- When we are done, I'll ask for your opinion and your interest level in starting your own Mary Kay Business.



Tell Me A Little Bit About You!

- Family, Hobbies, For Fun?
- Where have you worked in the last 5 years?
- What have you liked and disliked about these jobs?
- If, 5 years from now, you were doing the same thing you're doing today, would you be excited?
- If you decided to do this what would you do with the extra money? What is your favorite product?



Many Successful Consultants Share These Qualities

Busy People—Good time managers. May not have 10 hours but have 10 minutes & give it 100% for those 10 minutes. They understand the concept of Balanced Commitment. They know how to prioritize, manage time, get it done!

Don't always know a lot of people— have a **Small Group of Friends**—and enjoy learning new things and sharing it with others. Know you don't get rich off of family and friends—they always want it free or discounted! MK is a great way to meet people!

You are **Not-the-Pushy-Sales-Type**—You like people and are informative. Pushy people just don't do well in Mary Kay—we build relationships with our customers so they love coming back to us! We "attract", not "attack".

Could Use **Extra Money** - are goal-oriented and ambitious and willing to work to make it happen!

Family Oriented—motivated by the needs of your family. Use family as a reason, not an excuse. Want more for your family and want to be a good example to your children.

Happy With Our Lives but looking for Something More—perhaps more self confidence, personal growth, money, recognition, or girlfriends.

You are a **decision maker**—you know the lights will never all be green at the same time.

How many of the above qualities to you have?

Our Credible Company



- Founded in 1963 by Mary Kay Ash. Company Philosophies: God First, Family 2nd and Career 3rd. Live & Work by the Golden Rule. Our Mission is to "Enrich Women's Lives".
- Best Selling Brand of Skin Care and Color Cosmetics in the U.S. We have a Dual Marketing Plan (We are not a multi-level pyramid.) Each consultant purchases her products from Mary Kay at same discount and they are delivered to her by UPS.
- Tax Advantages
- No Quotas or Territories
- No Animal Testing—in fact we are one of the only cosmetics companies that manufactures our own products in our own state-of-the-art factory.
- Over 2 Million Beauty Consultants in 35+ markets world-wide.
- Mary Kay's Business Model has been shared at the collegiate level, including Harvard Business School.

pink changing lives™



6 Reasons Why Women Join Mary Kay

Money

A Mary Kay Party averages about \$250-\$300 and takes about 2 hours. We make 50% profit. Example—If you did 1/week @ \$300 avg = \$600/mo or more profit. We have no quotas, no territories. Several ways to sell- Mary Kay Parties, reorders, On-the-Go, Website, Groups, etc. Move up as high as you want to go, as fast as you want.

Cars

You can earn the use of a Career Car. The 1st car you can earn is the Chevy Cruz! Help 14 other women start their businesses and you can earn the use of a Free Car! The company pays tag, taxes & about 85% of insurance. Or you can take the cash option which is \$375 per month. Could you get excited about someone else paying your current car payment? You can begin qualifying for the car as soon as you want, even today!

Be Your Own Boss

Do you have the flexibility to work the hours you want and be home when you want? How about choosing your own customers & co-workers? Imagine having the freedom to choose!

Recognition & Prizes

You can earn beautiful Cinderella prizes symbolizing your accomplishments! Your name will be in print and you will be applauded and recognized in front of your peers!

From smaller weekly and monthly challenges your Director may award you business building prizes, fun jewelry, to diamonds, or trips. We believe in praising women to success!

Self-Confidence & Personal Growth

You will gain confidence by learning new skills. Can you get excited about a career that not only helps you build your income, but also helps you build your self-confidence and self-esteem at the same time?

Advancement & Tax Advantages

Have you ever worked hard for a company and were passed over for a promotion? In Mary Kay it's based on personal activity. YOU choose when and if you want to move up.

You can take advantage of tax deductions only available to the self employed!

Which of these reasons would you benefit from the most?

How We Make Money in Mary Kay



Selling the Product

50% Profit! Highest commission paid in direct selling and the Company has a 100% satisfaction guarantee for our customers!

You choose how you want to sell: On-the-Face / Parties or Facials (1-6 people at a time)
On-the-Go (showing product at 15 min. appointments)
On paper (Show the Look Book & take orders)
Online—Web site orders (Your customers can shop and pay you on line)
Large Group Parties! You can choose to do one or all!

Product Reorders

We sell a consumable product! Our product gets washed down the drain every day!

Building a solid reorder base provides a consistent source of income and raises for years to come!

Preferred Customer Program

The company provides customer mailings 4 times a year—an inexpensive and time saving way to service your customers and increase sales and profits!



Team Building

Help other women start their businesses and we are paid in the form of a bonus check. Earn 4, 9 or 13% commissions. These are paid from the company profits and NEVER come from you or me! You receive these commissions as long as you and your team member are with Mary Kay and both are active!

Team Builders also receive special recognition, classes and seating at MK events.

Become a Grand Achiever

Earn the use of a Company Career Car or Cash Compensation! Part-time consultants can earn the use of a brand new Chevy Cruz with tag, taxes and about 85% of the insurance for you and your spouse PAID!



Leadership-Directorship

Lead your team of women to reaching and achieving their goals! Earn Pink Cadillac's, diamonds & trips! Earn unit commissions plus monthly bonuses from \$500—\$5000+!

National Sales Director

Highest paid women in America! Free Pearlized Pink Cadillac, your choice of styles! Plus a Family Security Plan—a retirement plan! Amazing free trips and prizes!

What about me? How much can I make?

To figure approximately how much money you could make by holding a Party, fill in the blanks.

1) A Party takes approximately 2 hours. How many would you like to do in a week? _____

2) Multiply that number X the average of \$300 per Party
_____ X \$300 = \$_____ - retail sales/week

3) Divide the retail by 1/2 or 50%
\$_____ retail/week X .50 = \$_____ profit/week
Multiply 2 hours X _____ Parties = _____ hours per week

4) Take your profit/week \$_____ X 50 weeks/year = \$_____ profit/year



*Example— If you did 3 Parties a week X \$300 per party = \$900 in retail sales
\$900 retail X .50% profit = \$450.00/week profit—3 parties X 2 hrs each = 6 hours/week
If you averaged 3 a week for 50 weeks/year, that would be approx. \$22,750/profit a year*

REORDERS:

- If you add just 2 new customers a week X 50 weeks – that would be 100 new customers a year.
- If those customers spent an average of \$12-\$15 a month with you or about \$150 a year X 100 customers = \$15,000 in reorders, divided by 50% profit = \$7,500 profit for those customers – approximately 1 hour a week to service them.
- If you hold more parties per week, you'll average making more money, less parties would be less money. These are just averages based on what we know our consultants can do.

Important Reasons

Women come into Mary Kay for a variety of reasons.
Which of the following would be important to you?

- Company Philosophy: God first, family second, career third & living by the Golden Rule.
- Money: Unlimited earning potential
- Recognition: Prizes & awards for outstanding achievements
- Flexibility: Work around your schedule
- Self-esteem: Positive support system that encourages success.
- Car program: Earn the use of a company car with the tax, tag & most of the insurance paid.
- Tax Advantages
- No territories or quotas—Sell products & build your team anywhere in the U.S. or where the U.S. Flag flies
- Helping others feel better about themselves
- Being your own boss

How many did you have?

HOW DO YOU GET STARTED?

- The first step is to fill out an agreement, either on line or on paper, submit it to Mary Kay and be accepted.
- In your Starter Kit, you will get over \$400 in full-sized retail product, plus approximately \$125 worth of essential business tools like samples, catalogs, etc. to be able to build your business.
- Start your training! New consultant classes are offered, as well as training throughout your career.
- Starter Kit is only \$100 plus sales tax and shipping. **This allows you, as an Active Consultant to purchase MK products at 1/2 price for the rest of your life!**
- We have the privilege of carrying inventory. It increases our sales and saves time. You can carry enough for a Party or a month of client service. The amount is up to you. If for some unforeseen reason, you decide Mary Kay is not for you, Mary Kay provides you with a 90% buy back guarantee* to protect the integrity of the company's reputation and to retain you as a happy customer. (*on products purchased within the last year from return) If Mary Kay is willing to take a 90% chance on you, are you willing to take a 10% chance on yourself?
- All you have to lose is **fear!**



Something to Consider

If you picked up the newspaper tomorrow, and you saw an ad like this...

MACY'S — \$100 One-Time Fee. Pay a one-time-only fee of \$100 and receive a professional skin care and color cosmetics kit worth over \$500.00. Plus receive **wholesale privileges** for **ALL your future cosmetic needs.** Part-time or full-time, you decide how much you want to earn.

Would you do it?

Do you have any questions for me?

If you did this, what would you enjoy the most?

**What assets do you have that you would bring to
Mary Kay?**

**If I could show you how to take \$100 and turn it
into \$1000 in 30 days, could you find the \$100?**

**If you knew you couldn't fail and that I would
teach you everything you need to know, is there
any reason why we couldn't get you started today?**

What are the Next Steps?

- 1. Complete the New Consultant Agreement on line and submit your debit, Master Card, Visa, or Discover for \$100 plus tax & shipping.**
- 2. We schedule your training & first steps.**



Step by Step

- 1. Process your agreement.**
- 2. Call your Director to set up your orientation.**
- 3. Start a guest list right away so you can have guests at your first meeting. (Give directions and details - remember to RSVP to me for you and guests.)**
- 4. Set business debut date allowing enough time for your inventory to arrive.**



Decision-making tools

(Ask these questions if she is undecided.)

Pro-Con List

What is the worst thing that could happen if you give it a whirl?

1. *Make some money, and new friends.*
2. *Learn more about skin care and glamour.*
3. *Get your own products and gifts at cost.*
4. *Increase your Confidence.*

What is the BEST possible thing that could happen?

Sleep Test if still
"on the fence."



When you wake up in the morning, and if you never think of me or Mary Kay all day, then it's not for you at this time. However, if see a friend and think, "Oh, she could use a facial" or you ask yourself "What if I could really earn a free car like all those other women? Sure would help our family." We spend more than \$100 each time we walk into Wal-Mart.

Based on the additional information I just shared with you, is there any reason why we couldn't order your Starter Kit & begin your training?

pink changing livesSM

MARY KAY[®]

MARY KAY

one woman canSM

50 YEARS