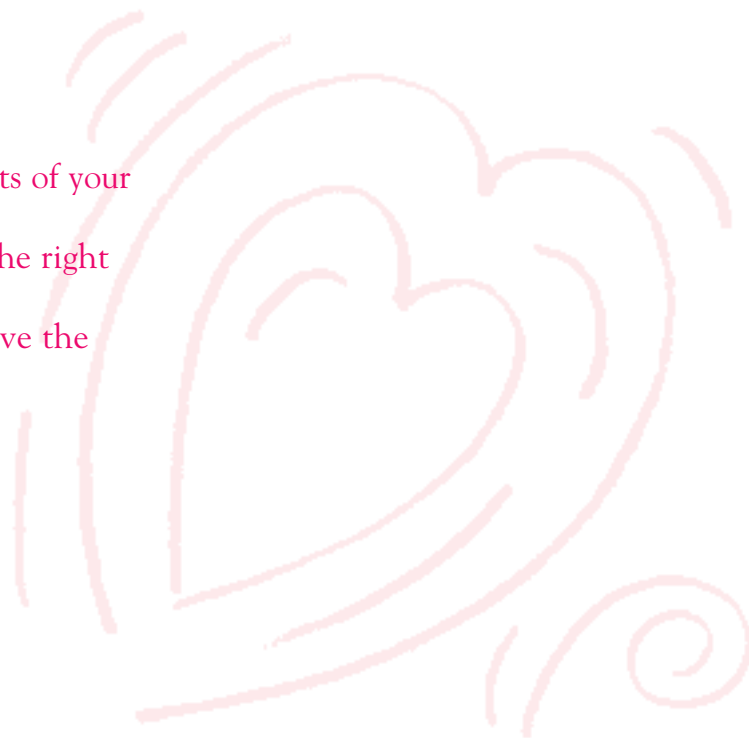


The background of the page is a solid pink color. Overlaid on this are several thick, white, hand-drawn scribbles that resemble brushstrokes. These scribbles are mostly curved and arching, creating a sense of movement and flow. They vary in thickness and direction, some starting from the top left and curving towards the right, others starting from the bottom and curving upwards. The overall effect is artistic and dynamic.

Career Essentials
Conversations



One of the most important aspects of your
Mary Kay business is knowing the right
words to say to help you achieve the
results you desire.



This booklet is designed to:

- Provide you with suggested dialogues until you feel comfortable using your own words.
- Serve as an easy reference guide.

We hope that you will use this booklet and that it will help you succeed in your Mary Kay business.
Congratulations and good luck!





WHAT'S IN CONVERSATIONS

Common First-Time Responses

To Your Mary Kay Career 4

Be My Guest 5

Inviting Your Hostess 5

Inviting Your Guest From An Appointment 5

Inviting Your Customer 5

Introducing Your Guest 6

Following Up With A Guest 7

Working Full Circle 8

Full-Circle Process 8

Inviting Someone To A Unit Meeting 9

Offering A Product Sample 9

Turning A Product Sample Offer Into A Class Or Collection Preview 10

Turning A "No" Into An *On The Go* 10

Booking 11

Make The Connection Between "Need" And "Benefit" 11

Booking From A Skin Care Class 12

Turning Facials Into Classes 13

Booking From A Collection Preview 13

Booking From An *On The Go* Appointment 14

Booking A Web Show 15

Seek Referrals 16

Skin Care Class/Collection Preview Referrals 16

Effective Booking Strategies 16

 Addressing Concerns 16

 Tentative Date Booking 18

 Dovetailing or Double Booking 18

Coaching 19

Telephone Coaching 19

Preprofiling 20

Coaching Tips 21

 Avoiding Postponements Or Cancellations 21

A Business Debut 22



Skin Care Class/Collection Preview 23

- Pre-Class Coaching 23
- Pre-Show Coaching 23
- Planting The Seed For The Next Appointment 23
- Booking The Private Makeover Session (optional) 23
- Individual Close For A Skin Care Class 24
- Individual Close For A Collection Preview 24
- Overcoming Concerns 25

Customer Service 26

- Customer Service Begins At The First Appointment 26
- Customer Service Phone Calls 26
 - New Customer Follow-Up 26
 - Calling Your Customer 27
 - Calling For Customer's Birthday/Anniversary 27
 - Calling For Special Occasion Or Holiday 27
- New Products 27
- Delivering Products 28
- Calling For Hostess Contests 28
- Product Sampler Follow-Up 28
- Leaving A Message On An Answering Machine 28
- Seasonal Color Cosmetics 29
- Holiday Limited Editions 29
- Preferred Customer Program 29

Team Building 30

- Four-Point Recruiting Plan 30
- At Your Skin Care Class/Collection Preview 30
- The Interview 31
- Addressing Concerns 34





COMMON FIRST-TIME RESPONSES TO YOUR MARY KAY CAREER

When you begin to tell people you have started a Mary Kay business, most will probably respond positively. However, some people may not be as enthusiastic as you would like. They may have limited experience with Mary Kay, so some of their responses might be:

“Oh, Mary Kay. Do you have your pink Cadillac yet?”

“Oh, Mary Kay. I know someone who sells that.”

“Oh, Mary Kay. Don't expect me to hold one of those parties!”

“Oh, Mary Kay. I used to use that.”

Remember, you want to develop rapport, not react defensively, so here's a formula to effectively move past this temporary roadblock:

First, repeat what she says:

“So, you used to use Mary Kay.”

Then, ask a question:

“How long ago?”

And finally, make the transition to the next logical place:

“I'd love for you to try Mary Kay® products now! There have been some really exciting changes to the product line. Let me give you my card. If you'll jot down your name and address, I'll send you some samples as a holdover gift until we can get together. I'd love to get your opinion of Mary Kay® products again!”





BE MY GUEST

You'll want to make it your goal to bring at least one guest to every unit meeting or guest night. This helps keep you excited about your Mary Kay business. Plus, it helps your guest see more of the Mary Kay opportunity than what she would see at a skin care class, facial or other selling appointment. You never know – that guest might be your first team member.

Inviting Your Hostess

“(Customer’s name), each week I select one person from the previous week who has been the most instrumental in helping me build my business to attend our upcoming unit meeting. This week I have chosen you because (give a sincere reason), and I would like to introduce you to some of my Mary Kay friends. Is there any reason why you couldn’t attend our meeting on Monday night and allow me to give you the recognition and attention you deserve? I would be honored to have you join me, and I would love for everyone to hear what a wonderful (class/collection preview/show) you held for me! Can I pick you up around 6 p.m.?”

Inviting Your Guest From An Appointment

“Hello, (customer’s name). This is (your name), your Mary Kay Independent Beauty Consultant. Do you have a quick minute? Great! You know, (customer’s name), you have been on my mind ever since Linda’s (skin care class/collection preview/party). Although a Mary Kay business may or may not be for you, I’d like you to be my special guest at our unit meeting (or guest night) Monday night at 7 p.m. I can pick you up on my way. Is there any reason you couldn’t attend?”

Inviting Your Customer

“Hi, (customer’s name), this is (your name), your Mary Kay Independent Beauty Consultant. Do you have a quick minute? Great! I’ve been challenged by my Independent Sales Director to bring five (sharp/gorgeous/fun) guests to my Mary Kay event Monday night, and of course, I immediately thought of you! It’s lots of fun, and I’d love to introduce you to all my Mary Kay friends. Plus, I’ll have a nice gift for you. Is there any reason why you wouldn’t want to come? Great! I’ll pick you up around 6 p.m. If you’ll wear an outfit in a color you particularly like or wear a lot, we will put together a fabulous look just for you. Thanks, and I’ll see you Monday at 6 p.m.!”



Introducing Your Guest

At your unit meeting or guest night, you'll want to introduce your guest to your Sales Director before the meeting begins. You might say:

"(Your Sales Director's name), I want you to meet someone special to me. This is (your guest's name), my guest this evening."

Here's a four-part format you can use to introduce your guest to your unit as a group:

1. Introduce your guest by name.
2. Tell how you know her or how you met her.
3. Pay your guest a genuine compliment.
4. Ask her to tell something about herself.

For example:

"I am so pleased to present (your guest's name). (Guest's name) was one of my first hostesses, and she's been using Mary Kay® products for over two years! She has a positive attitude and loves to look her best, so I know she'll enjoy our meeting tonight. (Guest's name), tell us a little bit about yourself."

Examples of introductions:

- "I'm happy to introduce you to (guest's name)."
- "I'm honored to present my guest (guest's name)."
- "This is (guest's name), and I'm so happy she's here with me tonight."

Examples of genuine compliments:

- "(Guest's name) has a dynamic personality."
- "(Guest's name) has one of the most lovely (families/homes/hobbies)."
- "(Guest's name) is one of my best hostesses, and her (skin care classes/parties/events) are a pleasure to lead."

At the end of the unit meeting or guest night, you'll want to bring your guest(s) with you to say goodbye to your Sales Director and mention your guest's name again. For example:

"(Sales Director's name), (guest's name) and I are leaving, and we just wanted to say good night."

Following Up With A Guest

On the way home from your unit meeting or guest night, you might say:

“(Guest’s name), I just want to thank you again for being my special guest tonight. Did you have fun? I’m so glad I was able to introduce you to everyone so they could see how wonderful you are. Do you have any questions about the meeting?”

“Did anything in particular interest you? Is there any reason why you wouldn’t be open to hearing about the Mary Kay opportunity?”

If she’s interested, you can follow up by giving her a *Something More* audiotape and setting up a time to meet with her.

“I’d like to ask you to listen to the *Something More* audiotape and let me know what you think about it. The tape is really short. Would you be willing to do that?”

“Great, then I’d like to pick up the tape either tomorrow or the next day. I’d love to tell you more about a Mary Kay business. Would you have about a half an hour to spend with me when I pick it up? Would Tuesday or Thursday be better? Morning or evening? Good, I’m looking forward to hearing your thoughts.”

For more information on Team Building, you’ll want to listen to the “Team Building” portion of the *Career Essentials Audio Success Series*.





WORKING FULL CIRCLE

Full-Circle Process

When working your business in person or on the phone, it is important to remember to work full circle. By being prepared to offer alternatives, you will be able to book more appointments, which can lead to more sales and to new team members. This cycle lays the foundation for a successful Mary Kay business. An example of working full circle while booking an appointment may sound like this:

Stages of the Process

Sample Dialogue

1. Create positive interaction.	"Hi, Mary, I'm so glad I caught you at home!"
2. Work to develop rapport.	"How are things going? The kids enjoying school? Great! Listen, I won't take up much of your time, but I wanted to let you know I just started my own business — I'm a Mary Kay Independent Beauty Consultant."
3. Express the purpose of your call. Have several options in case your first suggestion doesn't work.	Option A: "Would you like to get several of your girlfriends together and have a real girls' night out? My collection preview lasts only an hour and could be great fun for you and your friends. You can earn product credit of 10 percent of total sales from the show, 15 percent for a show with one booking and 20 percent for a show with two bookings." Option B: "Yes, I understand that this is a busy time of the year, and you just don't have time to host a show. I'm so excited about these new products, and I don't want you to miss out. I'd really like for you to see them. Do you think I could stop by for 10 or 15 minutes to give you a quick look?" Option C: "Wow, you really are busy. Why don't I just drop by with a few samplers and an issue of <i>The Look</i> ? May I drop them off next week? Great! What's better for you, Tuesday or Thursday? Around 6:30?"
4. Confirm your appointment.	"Great! I'll see you next Thursday at 6:30. And remember, Mary, if you see lots of products you must have, you can always schedule that collection preview and earn free products."
5. Communicate the next steps.	"I'm looking forward to seeing you. I'm eager to hear your opinion of the samplers!"

Don't worry if at first the above conversation seems awkward. Practice and repetition build technique. Keep in mind that your goal is to maintain contact with your customers in a way that does not feel forced. In doing so, you are building a strong and lasting relationship. She benefits from knowing you, and you benefit from knowing her! And she'll appreciate your professionalism.

Inviting Someone To A Unit Meeting

“Hi (customer’s name)! This is (your name). I’m so excited! Do you have a quick minute? You’re not going to believe this, but I just started my own business with Mary Kay, and Monday night is my first unit meeting!

“I’ve been challenged to bring as my guests a couple of my sharpest friends, and I couldn’t help but think of you. I’d be so privileged if you’d come with me. It begins at 6:30, and I’ll pick you up at 6. I’ll be dressed professionally. And as a thank you, I’ll have a special gift just for you. Can I count on you?

“Okay, (customer’s name), this is important to me, and I want to thank you for being so reliable. We’re going to have a great time, and I can’t wait to introduce you to my Independent Sales Director and give you a gift.”

Working full circle can prevent miscommunication about the time and purpose of the invitation.

Offering A Product Sample

When you’re approaching people, you may want to use the MK Signature™ Looks Cards that are available on Section 2 of the Consultant order form. You might say:

“Has anyone ever taken the time to offer you a complimentary facial or a Mary Kay® makeover? I’m a Mary Kay Independent Beauty Consultant located right here in town. I like to give MK Signature™ Looks Cards to the two sharpest women I see every day. I sure hope you’ll accept this.”

If you’ve affixed one of your address labels, you can add:

“As a matter of fact, my phone number is right on the card. Let me take a quick minute to jot down your name, address and phone number because I would hate to miss your call. This can be your holdover gift until we get together. I’d really value your opinion of our products.”

Another way to use this card is to exchange phone numbers and then call her back to say:

“Hi, this is (your name), a Mary Kay Independent Beauty Consultant. I’m so excited, do you have a quick minute? I met you the other day at the copy store, and I promised I’d call you. So, before I get completely booked next week, I wanted to make sure we could schedule you for a facial. It will give you a chance to try the look on the card with instructions.”



Turning A Product Sample Offer Into A Class or Collection Preview

A lipstick sampler is also a fun sample to give away. The idea is to offer her a lipstick sampler in exchange for an opinion, with the understanding you'll call her back to see how she liked it.

"Hi (customer's name), this is (your name). I met you at the gym. How did you like the lipstick shade I gave you?"

"Super! You've been so great to give me feedback on our lipsticks. I'd really love to get your opinion on some of our other products. Is there any reason why we couldn't get together? (Ask her if she's interested in a facial or looking at more of the product lines.)"

"It's just as easy for me to hold a class for several people as for one. Is there any reason why you wouldn't share your facial with some friends?"

(or)

"I have some great limited-edition products coming out for the holidays; why don't we have a collection preview for some of your friends?"

"Great. I want to call them in advance. Do you have their names and phone numbers handy?"

"So (customer's name), who do you think you'd like to have join us? (Repeat guest's name), okay ... what's her phone number? Who else? (Repeat other guest's name), great. What's her number? Who else? (Repeat other guest's name), okay."

"(Customer's name), today is Tuesday. On Thursday after 7 p.m., I'll call your guests, and if you've already confirmed them to join you, I'll have a gift for you."

"Thanks again (customer's name). I'll see you at 6:30 on Friday."

Turning A "No" Into An *On The Go*

The best way to maximize your time is to hold a skin care class. Always ask your customer if she'd like to share her facial with a couple of friends so she may earn free products. If a potential customer is too busy to hold a skin care class or collection preview, turn a "no" into an *On The Go*! Here's a suggested dialogue for turning a "no" into an *On The Go*:

"Yes, I understand that you are busy, and you just don't have time to host a show. I'm so excited about these new products, and I don't want you to miss out. I'd really like for you to see them. Do you think I could stop by for 10 or 15 minutes to give you a quick look?"

For more information on working full circle, listen to the "Communication" portion of the *Career Essentials Audio Success Series*.



BOOKING

As you begin booking appointments, you may want to say:

“Hello, (customer’s name)! This is (your name). Do you have a moment? Great! Let me tell you why I’m calling. I’m so excited, I just started my own business as a Mary Kay Independent Beauty Consultant. As part of my education, my Independent Sales Director has asked me to select the sharpest women I know, and I immediately thought of you.”

Pay her a sincere compliment such as:

“Every time I see you, you look so sharp, and I really would value your opinion. Is there any reason why we couldn’t get together so I can get your opinion on some of our products?”

You’ll want to give your hostess/customer choices of when she wants to have her appointment. Here’s a dialogue you may want to use:

“(Customer’s name), I know you work full time, so would the beginning of the week or end of the week be better for you? Evening or weekend? Wednesday or Thursday? 7 or 7:30?”

Make The Connection Between “Need” And “Benefit”

The most effective way to book a potential hostess is to personalize the reasons why she would want to hostess a skin care class or collection preview. To do this, you can ask yourself the question, “What’s in it for her?” This is linking the need of the hostess to the benefit of her holding an appointment.

Need: To be with people

Benefit: “It would be so much fun, especially because you’ll be getting together with some friends!”

Need: To be up on the “latest” products

Benefit: “This is a perfect opportunity to try something exciting and new to help you look even more beautiful!”

Need: To update her look

Benefit: “This is a perfect opportunity for you to try a beautiful new look for your upcoming wedding/special event.”

Need: To enhance her image

Benefit: “This is a perfect opportunity for you to create a beautiful new, professional look for that great new job!”

Need: Some personal time for balance

Benefit: “This is a perfect opportunity for you to take a little time for yourself and learn about Mary Kay® products. Wouldn’t you agree you could benefit from a little pampering?”

Need: Time to refresh and rejuvenate

Benefit: “This is a perfect opportunity for you to take a little time out for yourself to recharge your batteries.”

Need: To care for others

Benefit: “You are such a caring person, and this would be a perfect opportunity to do something really special for your friends!”

Booking From A Skin Care Class

Skin care classes offer the best opportunity for bookings. Throughout your presentation, you’ll want to refer to a second appointment. During your group close you might say:

“When we talk at our individual consultation, we can schedule your next appointment so you can earn product credit toward additional products.”

During your individual close, you’ll want to encourage your customers to book future appointments. When you talk to them, you might say something like:

“At every class, I always select a couple of people whom I would like most to have as my future hostesses – and today I have selected you! Tell me, when we get together for your follow-up appointment, is there any reason why you couldn’t share it with a few friends?”

Here’s a dialogue you may want to use to get your hostess excited about her role:

“It will be lots of fun, (customer’s name), and for sharing your appointment, you can earn 10 percent of the total class sales in free products, 15 percent of total sales in free products if one booking is made from the class and 20 percent of total sales in free products if two bookings are scheduled. Isn’t that great?”

Turning Facials Into Classes

Once someone has scheduled a facial, it's easy to turn it into a class by asking her to share her facial with a few friends. You might say:

“(Customer’s name), it’s more fun when you share your facial with a few friends. You can either have a small group of three or four or a larger group of five or six. But either way, I’m still coming for you. Which do you prefer?”

Next, you’ll want to find out who the guests will be. Go ahead and ask if she knows who she’ll be inviting. Here’s a dialogue you can use:

“(Customer’s name), I want to give the guests a quick call to ask them a few questions about their skin so that I can be prepared for our class. I bet you can already think of a few friends whom you might be inviting. Why not give me their names and phone numbers so I can call to ask them a couple of questions about their skin type?”

If she doesn’t know yet whom she might be inviting, you’ll want to follow up in two days to get the guest list. Encourage her to call them as soon as possible. Here’s what you can say:

“I’ll call you in two days, and at that time, (customer’s name), you can let me know who’ll be sharing your facial with you.”

Here’s a suggested dialogue you may want to give to your hostess that she can use to invite her friends to her skin care class:

“I am so excited to call you! I would like to invite you to have a complimentary facial at a skin care class that will be conducted by a Mary Kay Independent Beauty Consultant. The class is by reservation only, and I can have five friends, so if you can come, let me know now so I can reserve a place for you.”

Booking From A Collection Preview

Along with skin care classes, collection previews are the best opportunity for you to grow your business. In fact, they are a great follow-up to skin care classes. During the collection preview close you’ll want to thank the guests for their time and ask them to share their opinions on their customer profile. Ask if anyone is interested in hosting a collection preview. You might say:

“If anyone books an appointment today your hostess can receive more hostess credit, and you also get an extra special gift to take home tonight in addition to the free products you may earn at the time of your collection preview.”

During individual consultations with each guest, you will want to review her sales ticket and customer profile; this will give her the opportunity to talk with you and ask specific questions. In reviewing her sales ticket, you can show her what it would cost if she wants to go home with everything, how she can get it and how she can possibly earn some of it for free. The closing might go something like this:

“Okay (Guest’s name), I see that you are interested in the Miracle Set and in the Satin Hands® Pampering Set. Well, those are both fabulous sets. I take cash, check, MasterCard, Visa and Discover. (Guest’s name), if you are interested in earning another set as a bonus gift, I think you’d be an awesome hostess, and I’d love the opportunity to work with you. Is there any reason why we can’t get together with a couple of your friends and have a show? It’s a great way to reconnect with your friends! How does that sound? Great! Let’s go ahead and schedule a time. What works best for you, beginning or end of the week? Morning or evening? How about (date and time)? Wonderful! Now, (Guest’s name), I would like to call you in two or three days to see how the products you purchased tonight are working for you. What time can I call you? Good, at that time I’ll also ask how your guest list is going. Thanks again for coming. I look forward to seeing you again and working with you as a hostess. You’re going to be fantastic.”

Booking From An *On The Go* Appointment

On The Go appointments are a quick and easy way to meet with new or existing customers. They are also a great way to introduce your customers to limited-edition and seasonal products. Remember to keep the appointment short, 10-15 minutes. An *On The Go* conversation featuring the Satin Hands® Pampering Set might go like this:

“Hi, (Customer’s name), it’s good to see you again. Thanks for giving me 15 minutes of your time. I know you are very busy. In order to ensure that I am out of here in my allotted time, I’d like to get your opinion of the Satin Hands® Pampering Set.” Have her try the Satin Hands® Pampering Set, and ask her to complete the customer profile. “I see from the customer profile, (Customer’s name), that you really liked how the Satin Hands® Pampering Set made your hands feel silky. I completely agree with you and have found that most of my other customers feel the same way. Would you like to take the Satin Hands® Pampering Set home with you today? Great! I have it with me. I do take Visa, MasterCard and Discover!”

Be sure to leave with both of you knowing when and why you’ll be seeing each other again.

“Let’s go ahead and schedule a time for you to host a skin care class so you may earn free products. What works better for you? Beginning or end of the week? Morning or evening? I’d also like to leave you with an issue of *The Look* so you can shop from home! Is it okay if I call you in a few days to see how you are enjoying your Satin Hands® Pampering Set and if you spotted anything in the brochure that you just can’t live without? At that time, I will also get the names of your guests for the skin care class. Again, thanks for your time. Have a great day!”

Booking A Web Show

When you sign up for a Mary Kay® Personal Web Site, you can begin holding Web shows, which are easy and entertaining. The shows usually last 24 hours, so they are a great use of your valuable time. You can hold a Web show and offer your “virtual” hostess the opportunity to earn free products based on show sales.

A conversation to set up a Web show might go like this:

“(Customer’s name), hi, this is (Your name), your Mary Kay Independent Beauty Consultant. Would you like to hear about an easy way you may earn free products? Well, I’d like to tell you how you can make that happen – is now a good time for us to talk? Great! If your friends visit and purchase product through my Mary Kay® Personal Web Site over a 24-hour period, you may earn 10 percent of their total resulting sales in free products. How does this sound (customer’s name)? Let’s set up the show for next Wednesday, and I’ll call you that afternoon to see how it’s going.”

Ask the hostess to e-mail your Web site address to her friends and invite them to shop online. Coach the hostess on setting a beginning and an ending time for the show, usually 24 hours. Remind the hostess to ask guests who visit your site to e-mail you their opinions of the site and the selected products. And thank all the Web guests with a follow-up e-mail. A follow-up e-mail to thank Web guests might look like this:

Dear (Web guest’s name),
Thank you for visiting my Mary Kay® Personal Web Site. Your friend (Hostess’s name) was so excited to earn a Velocity® body care set just for hosting the Web show. Wouldn’t you like to earn free products, too? Contact me, and we can set up a Web show just for you.

Note:

If you haven’t already, you might want to take advantage of the Smart Start™ Personal Web Site offer. To sign up, go to Mary Kay InTouch®, at www.marykay.com and enter your Consultant number and set up your password. The Smart Start™ screen will automatically pop-up for you to enroll. You have the opportunity to sign up for Smart Start™ in the month your Independent Beauty Consultant Agreement is submitted and accepted by the Company and in the following calendar month. If you are no longer eligible for the Smart Start™ Personal Web Site offer, you may still sign up for a Mary Kay® Personal Web Site through Mary Kay InTouch®, at www.marykay.com.



Seek Referrals

Ask everyone you talk to for a referral. You might say:

“My goal this week is to pamper five people with a facial who have never experienced Mary Kay® products before. Whom do you know that you feel would really enjoy a complimentary facial? I would love to give her a special gift in your name.”

Skin Care Class/Collection Preview Referrals

“Hello, (customer's name). My name is (your name), and I am a Mary Kay Independent Beauty Consultant. Last night I met your friend (customer's friend's name) at one of my skin care classes/ collection previews, and she spoke so highly of you. Do you have an Independent Beauty Consultant who provides you with personalized service? You don't? I'd love to offer you a pampering session. Which is better for you, the beginning or the end of the week? Morning or afternoon? Oh, and by the way, if you'd like to share this with a couple of your friends who you think also would enjoy a complimentary facial, I'll have a special gift for you. Won't that be great?”

Effective Booking Strategies

Addressing Concerns

You will want to be ready with responses for those prospective customers who are reluctant to schedule an appointment. This is not difficult if you are able to replace a negative thought with a positive thought. The formula for handling concerns is as follows:

- 1) repeat the concern
- 2) share what we have to offer that addresses the specific concern.

Concern: “I don't have time.”

Response: “So what you're saying is you're not sure how you'd find time for us to get together? I can see that you're a busy woman, and Mary Kay is designed for busy women. With our hectic lives, we don't always take a moment to have time for ourselves. You deserve a little pampering.”

or

Response: “I know how you feel. I know others have felt the same way, but what they found was that my services actually save time. Besides, don't you have a few friends or a relative you'd love to see more often? This is a perfect opportunity to socialize with them! Feeling and looking prettier is a great reason to get together, isn't it?”



Concern: “I just don’t want to hold an appointment right now.”

Response: “Okay, I understand. I’d like to leave you with these samples (or mail them if she’s on the phone) and get your opinion of the product. Would that be okay? Great. I’ll call you in a couple of days to see how you like the products. And if you like them, maybe I could drop off a full-sized product and show you a few other things in the product line. Would that work for you? Good, I’ll call you on Tuesday.”

Concern: “I’ve been using Brand X.”

Response: “Great! I’m so glad that you’re using a quality product. Has anyone taken the time to give you the opportunity to try Mary Kay® products? I would love to get your opinion.”

Concern: “My house isn’t very big.”

Response: “Oh, don’t worry about that. Some of the best classes I ever held were with a small group.”

Concern: “I’ve been to a skin care class before.”

Response: “If you don’t currently have a Beauty Consultant, I’d love to introduce myself and the newest Mary Kay® products to you at a skin care class or a collection preview. The Company is always improving the product line and developing new products, and I’d really value your opinion.”

Concern: “I don’t know anyone.”

Response: “Great! This will give you a chance to make some new friends. Just ask two or three people and have each of them bring two or three friends.”

Concern: “I don’t use makeup.”

Response: “I can appreciate that. I believe you’ll be impressed with our skin care. I certainly would value your opinion, and I think you would have fun.”

Concern: “My house isn’t completely furnished (or nice enough).”

Response: “Well, after all, you are only going to invite your best friends and neighbors, so it doesn’t matter. They are coming to see you, not your house.”

Concern: “Everybody I know has been to a skin care class.” or “Everybody I know is here today.”

Response: “Well, seldom does anyone buy everything they would like at one class, and Mary Kay always has new products. I’ll bet each of your guests has a friend who would like a facial!”

or

“I have an idea. Why don’t we hold a collection preview for your friends? They are so much fun, and I know everyone would have a great time. The preview only lasts about an hour, and the atmosphere is casual and fun. How does that sound?”

Concern: “My children aren’t in school, and I don’t have a baby-sitter.”

Response: “I have a special gift for the person who will babysit your children.” (It’s a good investment to carry gift-wrapped body lotion with you to give to the neighbor or the person in charge of the children during the class.)

Tentative Date Booking

You might find that a potential hostess is hesitant about setting a date for her own appointment because she doesn’t know when she could hold it. Here’s something you might say:

“Why don’t we set up a tentative date with the understanding that if we need to change the time or date, it’s okay? So we’ll set that up, and I’ll call you in two days. (Customer’s name), what would be better for you – beginning of the week or end of the week? Wednesday or Thursday? 7 or 7:30?”

After you have set the tentative date, you will want to have your future hostess write down her name, phone number and address in your datebook next to the date and time chosen.

Dovetailing Or Double Booking

Double booking is commonly used to increase bookings. When you double book, you will want to tell your hostess that, should the tentative date become a confirmed date, you will, of course, have to fulfill your commitment to the first hostess. You will want to reassure her, however, that should the first class hold, another Beauty Consultant will conduct her class on the agreed-upon date. You might say something like this:

“I’m going to put you down on this date, which you feel is the best time for you, although I already have another tentative date for that time. There is a good possibility my other hostess may change the date. If she should elect to keep the date, of course, you understand that I will be obligated to hold her class since it was booked first. If this should happen, I will be very careful to select someone to hold your class whom I know you will enjoy.”





COACHING

Telephone Coaching

If you didn't obtain the guest list during the initial booking conversation, here's a dialogue you can use when you call the hostess to get the names and numbers of guests:

"Hi, (customer's name), it's (your name). How are you? Do you have just a minute? I want to let you know that I'm really looking forward to our class on Thursday night. I can't wait to give you your (product) as a gift. So, who's planning to join us? Oh, Joan? Well, tell me a little bit about Joan. I need to give her just a quick call to find out about her skin type. Is it better to call her at home or at work?"

You'll want to explain the hostess program:

"I just know we're going to have a great time! Your guests are going to love the products. Have you had a chance to look over the folder of information I gave you?"

"Do you understand how the hostess program works? Let's review the hostess incentives together."

If this is her second appointment:

"(Customer's name), when I come I'll be bringing everything to conduct the class. All we need is a place to seat everyone, and if you would like to serve some simple refreshments, that would be great. I'll be arriving about half an hour early to set up and spend some time with you. Let me reconfirm the directions to your house.

"Are there any friends who were unable to attend? I'd love to get their names and phone numbers as referrals, if you think they would enjoy my services."

If she doesn't have enough people coming, you can say:

"(Customer's name), I know you want to earn as many products as you can, so why don't we think of some more people to invite? Sometimes the first people you call are busy and can't make the commitment. I have an idea, why don't we ask each person who's coming to bring a friend? That would build the group in no time! Be sure and tell them we'll be reserving a space especially for them.

"Maybes don't count. Remind them to be prompt so we can start on time, okay?"

"I'm so excited about your class. I'll see you (date). I just want you to know that you can count on me!"



Preprofiling

After you get the guest list for a skin care class, we recommend you call them before the class to preprofile them. Before you call, you may want to ask the hostess a few questions about each guest so you can personalize the conversation and show an interest in that individual. You may want to use this opening dialogue when calling guests to preprofile them:

“Hello, (customer’s name)! This is (your name), and I’m the Mary Kay Independent Beauty Consultant who will be conducting (hostess’s name) skin care class on (date) at (time). Do you have just a minute?”

You’ll then want to ask questions four and five on the customer profile and mark the appropriate boxes. The conversation might sound like this:

“(Customer’s name), I’d like to ask you a few questions about your skin so that I can be prepared for our class. Which one statement best describes your skin type? (Read the statements from question number four on the customer profile.)

“Is your skin tone Ivory, Beige or Bronze?”

“What level of coverage do you prefer — full, medium or sheer?”

“Thank you for your time, and I’m looking forward to seeing you on (date) at (time). We’ll begin promptly at (time), and I’ll have a special place set up just for you.”



Coaching Tips

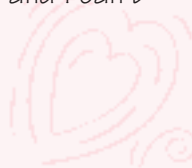
Avoiding Postponements Or Cancellations

One way to avoid the cancellation of a skin care class or collection preview is to reinforce your hostess's commitment by sending her a brief note of thanks that says something like this:

Dear (customer's name),

I appreciate your working with me, and I'm really looking forward to your skin care class or show on (date) at (time). I'll arrive about 30 minutes early. I just want you to know I'm excited about seeing you, and I can't wait to give you your gift.

Sincerely,
(Your name)



If for some reason your hostess needs to cancel her class, you can use the full-circle concept to book her again. Just remember to listen so you can offer her options to meet her needs and take the next logical steps to continue the communication. You might say:

"Oh, (customer's name), I'm so sorry. Is everything okay? Let me get my datebook, and we'll select another day."

For additional information on booking and coaching, listen to the "Booking" and "Coaching" segments of the *Career Essentials Audio Success Series*.





A BUSINESS DEBUT

You may choose to hold a Business Debut to launch your Mary Kay business. Here are some suggestions you can follow when calling guests:

- Introduce yourself.
- Give the reason for your call.
- Keep talking until you come to the choice question. This can prevent the conversation from going off into another direction.

The conversation might sound something like this:

“Hi, Karen, this is (your name), have you got a quick minute? I was just wondering if you’d received my invitation to my Mary Kay Business Debut.”

Wait for a response. If she says “yes,” you can say “great.” If she says “no,” then you can say the following:

“That’s okay, let me tell you all about it. Karen, I have been so excited ever since I began my Mary Kay business. I’ve not been able to sleep! This is one of the most positive, exciting things I’ve ever done. I really, really want you to be at my Business Debut.”

Then personalize the conversation. Why do you want her at your Business Debut? For example, is she your best friend? Do you value her opinion? Then ask the question:

“Can I count on you? Saturday, January 30, at 2?”

If it sounds like she won’t be able to attend, you can say something like this:

“Karen, you know what? Just in case you can’t make it, because I know how busy you are, I want to tell you a little bit about my first goal that I’m going to be working toward. In order for me to build my skills as a Mary Kay Independent Beauty Consultant, ...”

At this point, you would explain your Power or Perfect Start goal and ask her to book an appointment.

A collection preview is another great way to introduce your friends and family to the Mary Kay® product line.





SKIN CARE CLASS/COLLECTION PREVIEW

Pre-Class Coaching

“Hi, (hostess’s name)! How are you? Why don’t we sit down for a few minutes to talk about the class today.

“Do you have any questions about our skin care class? Will everyone from your guest list be attending? Watch me during the class today to see if you’d enjoy doing what I do, and if it interests you, we’ll talk about it after our skin care class.

“Is there anyone coming today who might like to do what I do? Tell me about her.

“Are there any friends who were unable to attend? Is there any reason why I couldn’t contact them?”

Pre-Show Coaching

You may want to call your hostess to get her guest list to call guests in advance to introduce yourself and let them know it will be fun.

“(Hostess’s name), this is (your name) calling to see if you have your guest list for the collection preview next week. Great! I’d like to get those names from you so that I may call your guests and tell them just how much fun we are going to have. Also, while I have you on the phone, I want to explain the hostess incentive. For hosting the show you can earn 10 percent of total show sales in free products. If one of your guests books a collection preview, you will receive 15 percent in free products, and if two guests book shows, you can earn 20 percent in free products. Doesn’t that sound great? Listen, for the show it would be great if you want to serve some simple refreshments. I can set up in your den or living room. Any questions? Well, I look forward to seeing you soon. It’s going to be great!”

Planting The Seed For The Next Appointment

“You’ll be glad to know that I am offering you two appointments – one now to introduce you to Mary Kay® products and a second within 10 days to see how your skin care is working for you.”

Booking The Private Makeover Session (optional)

You may want to book a private makeover session as a second appointment, after she has been introduced to Mary Kay® skin care products. You might use the following dialogue:

“You can become more aware about color and learn how to use color products for maximum impact with a private makeover session. We’ll choose a personalized, color-coordinated look just for you! If you choose to invite a few friends to share your second appointment, I will arrive early and help you select the look that will look best on you, and I will give you some application tips.”

Individual Close For A Skin Care Class

“(Guest’s name), I’m so glad you came today. What did you like most about the class? I see on the back of your customer profile you would like to take home the Travel Roll-Up Bag and *Beauty Essentials* Collection. How would you like to take care of that? Visa, MasterCard, Discover, check or cash? Were there any other products you liked?”

“When we get back together for your follow-up appointment, wouldn’t you like to earn some products free? If you host a skin care class or collection preview, you may earn free products as a bonus gift. How does that sound? Great! Let’s go ahead and schedule a time. What works best for you, beginning or end of the week? Morning or evening? How about Saturday at 2 p.m.? Wonderful!”

“Now, (Guest’s name), I would like to call you in two or three days to see how the products you purchased tonight are working for you. What time may I call you? Good, at that time I’ll also ask you for the names of the guests coming to the class you’re hosting.”

“(Guest’s name), remember at the beginning of the class when I said that Mary Kay always said there is a new Beauty Consultant at every skin care class? Well, in the time we’ve had together, I believe you are the kind of person I’d enjoy working with! Starting your own business may or may not be for you, but I’d like your honest opinion of this short tape. It features stories of women who found something more with Mary Kay. Is there any reason why you wouldn’t listen to the audiotape? Great! Could I stop by your office at lunch tomorrow and pick it up? And as a thank-you gift, I will bring you a wonderful new lip color. Thanks again for coming tonight, (Guest’s name). I really enjoyed meeting you.”

Individual Close For A Collection Preview

“Okay (Guest’s name), I see that you are interested in the Miracle Set and in the Satin Hands® Pampering Set. Well, those are both fabulous sets. I take cash, check, MasterCard, Visa and Discover. (Guest’s name), if you are interested in earning another set as a bonus gift, I think you’d be an awesome hostess, and I’d love the opportunity to work with you. Is there any reason why we can’t get together with a couple of your friends and have a show? It’s a great way to reconnect with your friends! How does that sound? Great! Let’s go ahead and schedule a time. What works best for you, beginning or end of the week? Morning or evening? How about (date and time)? Wonderful! Now, (Guest’s name), I would like to call you in two or three days to see how the products you purchased tonight are working for you. What time can I call you? Good, at that time I’ll also ask how your guest list is going. Thanks again for coming. I look forward to seeing you again and working with you as a hostess. You’re going to be fantastic.”

Overcoming Concerns

Concern: "I don't want to spend that much money."

Response: "I know just how you feel. I felt that way when I first heard the price, too. But when I added it up, I found that I was already spending much more on cosmetics I wasn't even using."

Concern: "I have too many cosmetics already."

Response: "I can certainly understand that, because when I discovered Mary Kay® products, I had a large supply, too. But I asked myself this question: 'Are the cosmetics I'm using really doing what I want?' I had to confess that they really weren't doing anything for me. So I bought my first Mary Kay® products feeling that I would try them, and if they didn't do what I hoped they would, the others would keep, and I could use them later."

Concern: "It takes too much time."

Response: "We spend 24 hours a day growing old – why not spend a few minutes a day trying to stay looking young? Taking care of your skin is a lifetime job."

Concern: "I'm really busy and can't fit a class into my schedule."

Response: "I understand that you're very busy. Why don't I just drop by with a few samplers and a brochure? May I drop them off next week? Great! What's better for you, Tuesday or Thursday? Around 6:30?"





CUSTOMER SERVICE

Customer Service Begins At The First Appointment

The customer profile is an excellent way to discover your guests' needs and interests by asking questions and gathering information. You'll want to ask your guests to complete the personal information on the profile. When asking for this information you might say:

"Along with the product guarantee, as your Mary Kay Independent Beauty Consultant, you have my guarantee of service that I will be taking a personal interest in your individual skin care. From time to time, I will be calling you to see if there is any way I can be of assistance to you.

"In order to help me remember everything about your particular needs, I would like you to take a moment right now to fill out your customer profile. First, please check your name, address, phone number and e-mail address. Next, so that I can possibly be of service to you on these special occasions, I'd like you to complete the birthday and anniversary information."

Customer Service Phone Calls

New Customer Follow-Up

"Hi (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. Do you have a moment? I want to make sure you're getting lots of compliments on your Mary Kay® products and to see if you have any questions. Are your products doing everything you want them to do for you?

"Let's talk about your skin care products – how are they working? Is your foundation shade just right? Are you ready to add color to your collection? I know exactly what shade you used during your facial. Is there anything else you want to add? A nail polish or lip color? Do you like your lip color and your nail color to match?

"Now tell me, (customer's name), how would you like to take care of your order? Do you want to pay full price, or would you appreciate a special price? I was hoping you were going to say that. You won't believe how much product you can earn by inviting your friends to a collection preview."



Calling Your Customer

When you call your customer, you may want to use the following dialogue:

"Hello, may I please speak with (customer's name)? (Customer's first name), this is (your name), your Mary Kay Independent Beauty Consultant. Do you have two minutes?"

Once she says "yes", immediately explain the purpose of the call:

"I was just checking my files and noticed that it was time for you to replace your (skin care item). Will you be needing one or two? Great. I can either deliver it in person or mail it. Which would be most convenient?"

From there, you may want to ask for additional product orders:

"(Customer's name), since you're enjoying the skin care products so much, this is a perfect time to try (sampler) products. There's no reason why the rest of you shouldn't look and feel as great as your face. Don't you agree? I'd love to include a sampler in your order. Will you be needing any other products, such as hand cream or Sun Essentials® products?"

Calling For Customer's Birthday/Anniversary

"Hi, (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. I just wanted to wish you a happy birthday/happy anniversary today. I have a special gift for you. And how about giving yourself a birthday/anniversary present today? One of our marvelous fragrances would be a wonderful present to yourself. Which one would you like to try?"

Calling For Special Occasion Or Holiday

"Hi, (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. I just wanted to remind you that with (special occasion or holiday) coming up, Mary Kay® fragrances, body care and customized skin care products make wonderful gifts. Many of my customers find it convenient to have several products on hand for those unexpected occasions. As a special service, I'd be happy to gift wrap the items you select today. Now, which would be best for you, (product) or (product)?"

New Products

When you call your customer to tell her about a new product, perhaps you can schedule an *On The Go* appointment.

"Hi (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. I'm calling to let you know that Mary Kay has just introduced a whole new collection of lip, eye and cheek colors (or other new product), and they are fabulous! The colors are gorgeous, they range from being very conservative to being very trendy. You have got to see how perfect they are for you. When I stop to show you the colors, I'll be quick, only 15 minutes. Tell me, what would be a great time to catch up with you? I have Tuesday or Saturday available. 10 a.m. or 2 p.m.? Great, I'll see you then!"

Delivering Products

“Would you like me to mail it, or do you want me to drop it by? Would you like this delivered at work, or do you want this delivered at home?”

When scheduling deliveries, you might want to set up an *On The Go* appointment. You might say something like:

“Rather than just dropping off your product, why don't I just pencil in an extra 10 minutes, and I'll bring all the new items that I just received?”

“I want you to know that Mary Kay offers a great hostess program that you can take advantage of immediately. If you have a facial and share it with a couple of friends, you can earn free products! Can I share that with you when I deliver your products on Saturday morning, too?”

Calling For Hostess Contests

“Hi, (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. Do you have a minute? (Customer's name), I'm so excited. My unit is having a hostess contest. The hostess of the week will receive (product) in addition to earning free products. Wouldn't it be great if you won?”

“Tell me, is there any reason why you couldn't invite a few friends or neighbors over for a complimentary facial in the next two or three days? I'd be so excited to have the chance to share with them the unique Mary Kay® skin care program. You can earn free Mary Kay® products as a hostess gift and perhaps that special prize for the hostess of the week. Since reservations are limited, you'll need to limit your invitation to five guests. Which would be better for you, Monday or Thursday? Great. Morning or afternoon?”

Product Sampler Follow-Up

“(Customer's name), it's (your name), your Mary Kay Independent Beauty Consultant. If you have a minute, I'd like to find out how you liked the sampler I gave you. I'd be happy to include a full-sized set with today's order (or, I'll be happy to order a set for you). When would be the best time to deliver it? Tomorrow or Friday?”

Leaving A Message On An Answering Machine

If you reach an answering machine, let your customers know that they were on your mind. You might say something like:

“Hi, (customer's name), this is (your name), your Mary Kay Independent Beauty Consultant. Oh, I'm sorry I missed you. You've been on my mind, and I've got some great products to show you. Call me when it's convenient for you. I'm only a phone call away.”

For additional information on customer service, listen to the “Customer Service” segment on the *Career Essentials Audio Success Series*.

Seasonal Color Cosmetics

"Hi, (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. Can you believe it's already (spring/fall/winter/summer)? Have you considered updating your color cosmetics for the change of season?"

"Did you receive the promotional brochure I sent you? Don't you just love the colors? Did you see something you just can't live without?"

"I'd like to show you these new colors in person. Why don't you invite a few friends over next week for a complimentary facial, and we'll spend some time together creating your new (spring/fall) look? Which would be best for you, Monday or Wednesday? Morning or afternoon? Great!"

Holiday Limited Editions

"Hi, (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. I know you're getting ready for the holidays, and with your busy schedule, I just wanted to take a moment to offer you my convenient shopping/gift-wrapping service."

"Did you receive the latest issue of *The Look* I sent you? Which gifts did you find most appealing? How many people would you like to surprise with these special Mary Kay® products? May I include two or three in your order? Now, what about those last-minute items that you'll be needing for stocking stuffers and gifts for your children's teachers? May I suggest (product)? Would you like two or three?"

Preferred Customer Program

"Hi, (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. Do you have a minute? I'm calling because I wanted to make sure that you received the (spring, summer, fall or winter) issue of *The Look* that I sent you. Did you receive it? Great! Mary Kay has introduced fabulous new spring (or fall) colors, and I immediately thought of you. I know they would look terrific on you!"





TEAM BUILDING

Four-Point Recruiting Plan

Skin care classes and collection previews offer the best place to find prospective team members. Mary Kay herself developed the Four-Point Recruiting Plan when she first began holding skin care classes. Since then, it has been used successfully by thousands of Independent Beauty Consultants and Independent Sales Directors.

1. Before every skin care class and collection preview, ask the hostess, “Who is coming today who might be interested in doing what I do?”
2. Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.
3. Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with the *Something More* audiotape, then meeting with them to tell them more about the Mary Kay opportunity.
4. Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.

At Your Skin Care Class/Collection Preview

When talking to someone about the Mary Kay opportunity, you might say the following:

“(Prospect’s name), there is just one more thing. I don’t know if a Mary Kay business is anything you’d ever consider for yourself. It may or may not be something for you. But in just the little bit of time we’ve had together here today, I feel that you are the kind of person I would enjoy working with, and you really seemed to enjoy the class. I’d like to ask you to listen to the *Something More* audiotape. The tape is really short. Would you be willing to do that?”

You can then say:

“I could give you a FREE lipstick just for listening and for taking about 30 minutes to discuss what you heard on the tape. Would tomorrow at lunch or after work be better for you?”



The Interview

Use your *Something More* brochure to follow along with the interview below. When you arrive you may want to open by saying:

“(Prospect’s name), thank you so much for coming and taking time out of your busy schedule to help me out. I know you’re a busy person, so I appreciate your time. Before we get started, I want you to know this is a win-win situation. No matter what happens today, you will remain my customer and my friend. All I ask is that you listen with an open heart and consider if you may want to do what I do. So can you listen with an open heart and mind? Does that sound good, (Prospect’s name)?”

To determine the needs of your potential team member, you’ll want to ask the open-ended questions found in the *Something More* brochure:

“(Prospect’s name), what do you like most about what you do? Do you have all the flexibility you want?”

Continue asking the series of questions in the *Something More* brochure until you uncover her needs. Once you’ve uncovered her needs, you’ll want to link the benefits of the Mary Kay opportunity to her needs. You can do this by asking her to check which benefits listed on the brochure appeal to her the most.

“(Prospect’s name), you said that the one thing you’d change about your current job is that you’d like to spend more time with your family. The Mary Kay opportunity gives you the flexibility to set your own hours so you could be there when your family needs you.”



It is also a great idea to help your potential team member understand how a Mary Kay business may help her improve her financial situation. Sharing this benefit might sound like this:

“Three ways to earn money are product marketing, team building and leadership. The first I’m going to tell you about is product marketing. This is simply selling Mary Kay® products. Now I know you have some reservations about selling, so I think you will be surprised at how many ways you can market the products.

“Here are five ways, (Prospect’s name). The first is *On The Face*, and it’s basically “try before you buy.” You share the Mary Kay® skin care line and address individual skin care needs. For the women who don’t have time for or want all the attention, there’s an *On The Go*, which is a “show and tell” appointment. You just demonstrate the product in 10-15 minutes. People love this, and Beauty Consultants have had great success with these short appointments. Another way to market Mary Kay® products is *Online*. With a Mary Kay business, you can have your own Personal Web Site for all your customers all over the country. It makes your business available to customers 24 hours a day, seven days a week. Talk about convenience! Another avenue is *On Paper*, with brochures. Through the Preferred Customer Program, your customers can receive a beautiful brochure every quarter. The idea is to increase interaction with your customers to increase the potential for sales. And then, there is *On With The Show*. You invite all your friends and relatives to a collection preview or party. You display different product sets, share the great features and benefits of all the products, and everyone has fun trying the products on their hands. This is also a great way to debut your new Mary Kay business. These appointments are fun and should typically last an hour.”

“Well okay then. Remember when I told you there were three ways that you could earn money with your Mary Kay business? We’ve talked about several ways you can market your products. Now, the second way to earn money is by sharing your career with others. We call this team building. You can earn commissions on team members’ orders and start moving up the career path. I think the most exciting avenue of income is leadership, becoming an Independent Sales Director. This goal is achieved by building a strong customer base selling products and by supporting and encouraging other women. It’s your independent business — you decide when you’re ready to move up the career path. As you can see in this brochure, there are many steps you could take on the career path.”

Next, you'll want to have her fill out the weekly schedule and mark out the times when she knows she has commitments. This will help show her when a Mary Kay business could fit into her schedule. You might say:

"Tell me the hours you work now, (Prospect's name). And share with me what a typical week looks like for you. Let's map it out on this schedule. Okay? (pause) Believe it or not, (Prospect's name), you do have time to start a Mary Kay business. Let me show you. Your Monday nights are free. This is when you could attend unit meetings and learn more about the business. We could provide an opportunity for you to bring guests and even gain a new potential team member. You could hold appointments at the soccer games, hold a skin care class on a Saturday afternoon and host a Web show any time. Do you see where I'm going with this?"

Then you could share with your potential team member that she can build her business with people she already knows. You may say to her:

"I think you'd find it interesting that we build our Mary Kay businesses with people whom we already know. Can you think of who your very first customers could be? I mean, can you think of someone who would appreciate the chance to experience Mary Kay® products?"

Finally, it is time to close the interview and ask your potential team member for a decision. You might say:

"Now, let me tell you what it takes to start your own Mary Kay business. If you look right on the back of your brochure, you'll see a picture of the Starter Kit. It contains educational information and enough product to introduce 30 women to Mary Kay® skin care products. Your Starter Kit only costs \$100 plus tax and shipping. (Prospect's name), \$100 may not change your financial situation right now, but it could change your life. (Pause.) Now, do you have any questions about what we've discussed so far? On a scale from 1-4, what is your interest in a Mary Kay business right now?"

You can complete the interview by saying something like:

"(Prospect's name), what did you like best about everything that we have talked about? Do you have any more questions? Then our next step is to read and complete the Independent Beauty Consultant Agreement. Here's the pen! And finally, our last step is to decide how you want to take care of the cost of the Starter Kit. Will that be cash, check, Visa, MasterCard or Discover?"

"(Prospect's name), now that we've completed your Independent Beauty Consultant Agreement, let me tell you about Smart Start™. As a new Independent Beauty Consultant, you have two great options to launch your Mary Kay business. Both options are available exclusively to you in the month that your Independent Beauty Consultant Agreement is submitted and accepted by the Company and in the following calendar month. The first option is the Smart Start™ Business

Package that includes 30 personalized business cards, the *Beauty Book* mailed to up to 30 potential customers, plus 30 business-building tips e-mailed to you within 30 days. This is available for only \$10 plus applicable tax. The second option is the Smart Start™ Personal Web Site offer. This allows you the opportunity to provide the ultimate in customer convenience with 24/7 online shopping for only \$25 plus applicable tax for 12 months. That is half off the annual subscription rate of \$50 — a great cost savings! Don't you agree that for \$35, these are great ways to get your business going?"

Addressing Concerns

Sometimes a potential team member may be interested in the Mary Kay opportunity but doesn't feel that she can do it. Her response may seem negative, but it might just be a request for more information. Some possible concerns you may hear are:

Concern: "I'm very nervous talking in front of people."

Response: "I know how you feel. I was too, but the *Beauty Book* and *Skin Care Class* guide make it so easy! You will have education and materials to help you feel confident. And I'll be glad to walk you through it."

Concern: "I'm not the sales type."

Response: "Well, many of the women with Mary Kay businesses are just like you. That's the good thing about a Mary Kay business. It's okay. This business is about building relationships. Really, you are offering a service and providing skin care. Can you see the difference?"

Concern: "I'm too busy – I don't know how I'd fit it into my schedule."

Response: "(Name), I know you're a busy person. I think you'd be interested to know that we find that busy people are the most successful in Mary Kay because they seem to get so much done. Besides, it's a business that's designed to work in and around other commitments."

Concern: "I'll want to discuss this with my husband. We make our decisions together."

Response: "(Name), does your husband usually support you in what you want to do? What do you think his concerns would be? I've found that husbands seem to be as supportive as we are committed. If he believes you will really give it an honest effort and that you think it's a great idea, he'll probably encourage you to go ahead. I'll tell you what, why don't you take home the *Consider the Possibilities* video and watch it with your husband? Then if he has any questions, I will be glad to meet with both of you, okay?"



Concern: “I’m already working. I have a job.”

Response: “So what you’re saying is you don’t see how you could work a full-time job and also fit Mary Kay into your schedule, is that it? I can appreciate how you feel. You know, (name), if you’re looking for financial security, you can make additional money on a part-time basis and keep your job until you feel comfortable and established in your Mary Kay business. That’s one great thing about this business – you are independent and can set your own hours.”

Concern: “I don’t have any money right now.”

Response: “I understand. It’s a one-hundred-dollar decision, and I don’t know about you, but the last time I went to one of those discount stores, I couldn’t get out without spending a hundred dollars and it never changed my life. I really believe that taking that same \$100 and putting it toward your Starter Kit that is filled with all the tools you need to start your business can change your life. I know fear may be holding you back, but sometimes you have to walk through the fear and decide what you really want to do with your life. It’s the only way you’re ever going to know.”

For more information on team building, listen to the “Team Building” portion of the *Career Essentials Audio Success Series*.





Your Relationship With The Company As a Mary Kay Independent Beauty Consultant, you are self-employed. Our marketing plan has been developed to support your independent contractor status. Simply stated, this means you are your own boss.

Your Independent Contractor Status As an independent contractor, you are not an employee of the Company. There are many advantages to your independent contractor status, and as your business grows, so can the value of your self-employed position. From the beginning you will receive plenty of business and career guidance, yet you have the freedom to choose your own hours and the selling methods which work best for you. The ideas included in *Career Essentials* are suggestions that may help you build your Mary Kay business.

You purchase products from the Company at a wholesale price and sell to the ultimate consumers of your own choosing at retail — the difference being your basic income.

In addition, while the Company may suggest a retail selling price for each product, as an independent contractor, you can determine your own retail price. Once you have purchased your Mary Kay® skin care, color cosmetics and other associated products, the Company retains no right of control over you except those terms and conditions outlined in your Independent Beauty Consultant Agreement. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representation or contract on behalf of the Company. For additional information regarding the legal aspects of your business, please refer to "Legal Considerations" in the *Career Essentials Reference* booklet and to the *Legal-Ease* online brochure in the "Services Directory" section of Mary Kay InTouch®.

Career Essentials is published as information for Mary Kay Independent Beauty Consultants and Independent Sales Directors in the United States, Puerto Rico, the U.S. Virgin Islands and Guam.

Company may change suggested retail prices, discounts, commissions, transportation charges, contest rules and active status requirements at any time. Company will give Beauty Consultant at least ten (10) days' prior written notice of: a) any changes to contest rules and active status requirements; b) increases in suggested retail prices and transportation charges; and c) decreases in standard discount and commission schedules. Written notice may be given by posting on the Company Web site(s).

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