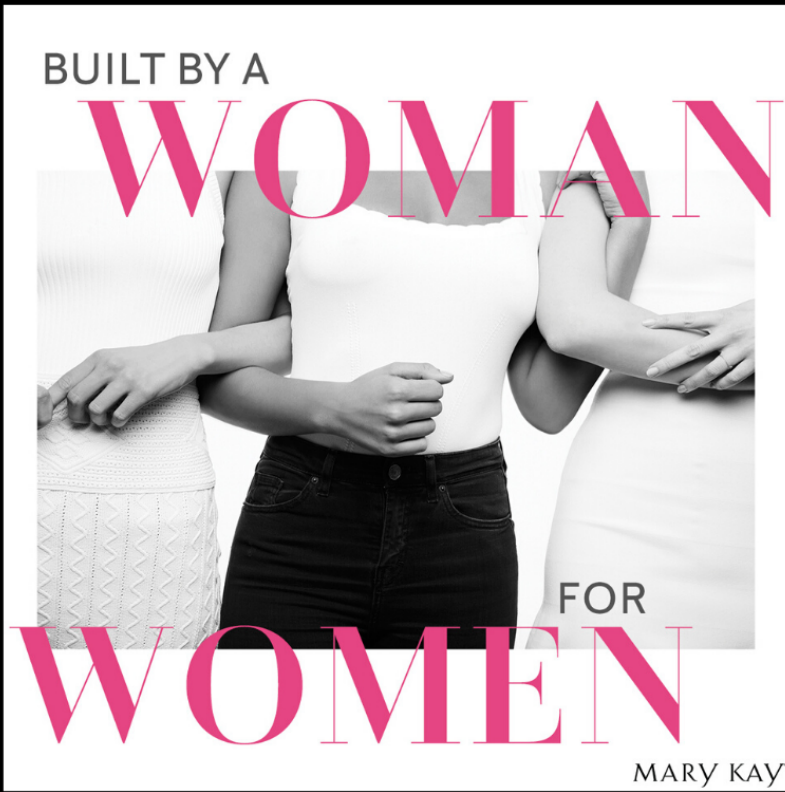


SHARE THE DREAM



5 THINGS WE WILL DO TODAY:

1. Tell me about yourself
2. I will tell you about me
3. I will tell you about the MK
company
4. I will answer all of your questions
5. I will ask you if this is something you'd
like to do



LET ME LEARN ABOUT YOU!

- What do you like the most about your job?
- Do you have the flexibility you want?
- Do you feel appreciated when you do a great job?
- Is there anything you can do today to change your financial situation?
- If you could change anything about your current situation, what would it be?
- What do you think your husband/family would say about Mary Kay?
- What do you value the most in your life right now?
- Where do you see yourself in 5 years?
- If you could pick the perfect career for yourself, what would it be?

LEARN ABOUT OUR COMPANY



FOUNDED BY MARY
KAY ASH ON
SEPTEMBER 13, 1963

THE MK
FOUNDATION HAS
DONATED OVER \$75
MILLION TO
WOMENS
CHARITIES

MARY KAY IS
AVAILABLE IN 39
COUNTRIES

MARY KAY
OFFERS ALL
CUSTOMERS
AND
CONSULTANTS A
COMPLETE
SATISFACTION
GUARANTEE



MARY KAY DOES ALL
OF THEIR OWN
RESEARCH AND
DEVELOPMENT



WHY DO WOMEN START A MARY KAY BUSINESS?

**Prioritize your
life by putting
God first, family
second, and
career third**

**Tax
deductions**

**Personal
Growth**

**Recognition
and prizes**

**Self-esteem
and self
improvement**

**Potential to
earn full time
income
without full-
time hours**

**Earn the
use of a
Career
Car**

**Time and
financial
flexibility**

**Be your
own
boss**

**Create
lasting
relationships**

**Training
and
support**

**Unlimited
growth
potential**

SELLING ADVANTAGES

**No selling territories!
Sell to anyone anywhere!**

**No quotas!
You work as much as you can.**

Same 50% discount for everyone! You don't have to reach a certain "level" to earn benefits.

**No third party manufacturers!
Everything you get has been made in our state-of-the-art manufacturing facilities.**

Great tax benefits for being a small business owner.

INCOME POTENTIAL

10 Avenues of Income

1. Hold a Mary Kay Show

- Average Show can earn \$50-\$100 per attendee! So a Show with 3-4 ladies could earn \$150-\$400!!!!
- Average income of new consultants \$25-\$50 per hour!
- Weekly meetings for motivation, skill building, and recognition!
- 24/7 online training through MK University, videos posted by Top Directors and Nationals, etc!

2. Facial

- Same as a show but with 1-2 people
- Average sales are \$50-\$100-ish per

3. On the go

- You will learn how to do a quick 15 minute on-the-go appointment

4. On Paper

- Duplicate yourself with others taking orders for you to earn product for themselves
- Would include the quarterly mailing "The Look" or even duplicate yourself with others taking a book and taking orders for you.
- There is even a digital copy of The Look for you to share

5. On the Web

- Website and private marketing in private FB or Instagram group/page... maybe also say that there are guidelines to protect and maximize the opportunity.
- Lots of digital resources are available for specialized marketing as well. Digital Showcase, Mirror Me, SkinSight app, etc.

6. Reorders

- We sell a consumable product which means people will always need more!
- You earn a 50% profit when you sell at retail price!
- The average woman spends at least \$600 per year on beauty products
- Create a wide customer base to encourage reorders by: holding Mary Kay Shows, one-on-one and double facials, distributing samples, etc.

7. Dovetail.... or subcontracting... earn 15% of sales from dovetail

8. Team building

- Earn additional commission and bonuses if you choose to team build. This starts with your FIRST team member!
- Sr. Consultant (1-2 active) - 4% commission plus bonuses
- Star Team Builder (3-4 active) - 4, 6, or 8% commission plus bonuses. Also, a gorgeous Red Jacket
- Team Leader (5+ active) - 9-13% commission plus bonuses

9. CARS (or cash option)

- Earn the use of a Career Car with taxes, license, title, and majority of insurance PAID!
- Or take a monthly cash comp of \$425, \$500 or \$900



10. Leadership - Directors and NSD

(Insert or share commission examples from Applause)

WHY SELL MARY KAY?

Place a check beside each product you use daily, weekly, or monthly. As a consumer taking care of your skin, you could be spending more than \$1000 a year (retail) for your skin care

•	Product	Cost	Qty/Year	Total
	Timewise 3D Cleanser or (Repair)	\$24+	3-4	\$72-96+
	Timewise 3D Day/Night Cream	\$32+ each	6-8	\$192-256
	Foundation	\$25	4-6	\$100-150
	Powder	\$16	1-2	\$16-32
	Timewise 3D Eye Cream	\$36	2-3	\$72-108
	Microdermabrasion	\$55	3-4	\$150-200
	Eye Makeup Remover	\$17	3-4	\$51-68
	Just Skin Care above totals.....	\$237	Avg 3-4	\$711-948
	Satin Lips Set	\$20	3-4	\$60-80
	Foundation Primer	\$20	3-4	\$60-80
	Eye Primer	\$12	2-3	\$24-36
	Lip Primer	\$22	2-3	\$44-66
	Cleansing Brush Heads	2/\$15	2	\$30
	Satin Hands Set	\$35	1-2	\$35-70
	Timewise Targeted Actn Toning Lotion	\$32	2-3	\$64-96
	Eye Color	\$8	4-6	\$32-48
	Lip & Eye Liners	\$12	4-6	\$48-72
	Lipstick or Gloss	\$15-18	5-6	\$75-108
	Lash Intensity Mascara	\$18	4-5	\$72-90
	Cheek Color	\$12	2-3	\$24-36
	Bronzer	\$18	2-3	\$36-54
	Eau de Parfum	\$36+	1-2	\$36-72
Total Annual Consumer Spending		\$1347 - \$1880		

Facts & Figures

- More than 200 Independent National Sales Directors have earned more than \$1 million in commissions.
- Since the career car program inception, more than 120,000 independent sales force members have earned the use of a career car or elected the cash compensation.
- The Mary Kay Ash Charitable Foundation was created in 1996 to fund research of cancers affecting women and to help women affected by domestic violence.
- The company operates by the Golden Rule and offers 100% customer satisfaction guarantee.

Increase Your Income!

Imagine purchasing ALL of your cosmetics and body care products at wholesale prices...

As a Consultant, at a 50% discount, your annual savings would be \$673-940!

Now imagine if you had 25 people who purchased \$1000 a year from you? That could mean **adding over \$10,000 to your annual income!** Can you get excited about that?

If you are interested in learning more about the benefits of the Mary Kay opportunity, either through personal savings, or by building a business, please contact me.

STAR

PRIZE

BROCHURE

ONE WORD.....

PRIZES

You can earn unbelievable prizes from your Director, local events, the company, and company sponsored events such as:

Weekly Success Meetings

PHOTO OF
EXAMPLE
MEETING
PRIZE

**Exclusive Trainings
And Luncheons
At
Company
Events
Like
Career
Conference,
Seminar, etc**

**Monthly
Drawings for
\$100 Days**



**Yearly
Seminar
Prizes**



**Quarterly
Star
Consultant
Prizes**



What have you heard today that is the
most exciting?!?!?!?!?

MONEY

TAX
BENEFITS

EARN
USE
OF
CAR

SELF-
CONFIDENCE
&
PERSONAL
GROWTH

FRIENDSHIP

FLEXIBILITY

QUALITY
PRODUCT

ON GOING
TRAINING

LEADERSHIP

Wooooo!

You have more time than you think....

Ever wonder how some people seem to get more done than others?

NEWSFLASH

Everyone has the same 168 hours per week! It all comes down to how you use them! How many hours per week are you spending on:

EXAMPLE

SLEEP (8hrs/night)	56
Personal development	7
Prayer/Church	2
House work and shopping	10
Family time (5 hrs/day)	35
Work	40
TOTAL HOURS	150/168

YOU

SLEEP	_____
Personal development	_____
Prayer/Church	_____
House work and shopping	_____
Family time	_____
Work	_____
TOTAL HOURS	_____/168

That leaves you with 18 hours left over to make your business succeed without making ANY changes to your routine!!!

Is there any reason why
we couldn't get you
started today and get
your training started
this week?!?!?

**"ACTION
IS THE
FOUNDATIONAL
KEY TO ALL
SUCCESS."**

- PABLO PICASSO

**"YOU DON'T
HAVE TO
BE GREAT
TO START,
BUT YOU HAVE
TO START
TO BE GREAT"**

- ZIG ZIGLAR

Keys to recruiting

by Jordan Eichner

Suggested Interview Questions:

- 1) What has been your experience with MK products? Good impression?
- 2) Have you ever heard how we make our money?
- 3) Tell me a little bit about yourself.
- 4) If you could change any 1 thing in your life right now, what would it be?
- 5) Share why I started and my immediate goals this week/month for my business.
- 6) Customize marketing plan info you share to her needs.
- 7) After hearing all that, what was not covered that you would need to know in order to make a decision about this opportunity for you?
- 8) Out of everything you've just heard, what is most appealing to you right now?
- 9) Is there anything that would hold you back from ordering your starter kit with me today?
- 10) How would you like to take care of that - cash, check or card?

DO follow up individually. You inspire in groups but move as individuals!

1. **Figure out their WHY----- DO KNOW THIS TRUTH: ANY woman can overcome ANYTHING if her purpose is clear and strong enough!**

Questions to ask to understand her why:

If you could have anything different in your life, what would that be?

If you were to start in Mary Kay, what difference could it make it you?

Why would that be important to you?

Why could that make a difference for you/your family?

2. **People will have a reason (their why) and sometimes excuses.** The difference is are they open hearted enough and willing to learn how to get past those obstacles (excuses)

Common excuses/objections:

- “I don’t have any money”You may relate to knowing how that feels. I always ask, “If you had extra cash in your life, how would that be of benefit to you?” and then ask WHY would that be important. If she acknowledges she needs some extra cash, then what are some o her plans to make that happen?

- “I don’t have any time”..... ask if you can show her how to find the time by using the weekly plan sheet to have her map out a typical week and have her write in where she’d choose to hold a party.
- “I don’t know anyone” I always ask how many Facebook friends she has. 😊 It’s helpful to share there are lots of ways to meet people other than friends or family members (facial boxes, referrals, etc.) and that if she really wants to make some cash, she’s not going to be able to do that strictly off friends and family anyhow.
- “I don’t have any support system” (husband, parents, etc.).....Relate to the fact that you are there to encourage her and that you also have your director/adopted director as a resource. The great part is that you are in business for yourself but not by yourself and if she can have help every step of the way, if she open to reaching up for support?
- “I’m not a sales person”.....”Great! Cause we’re not looking for sales ‘people’, but who we find does well in Mary Kay are people who care about others. What we do is teach and educate on the products and the business and build relationships. ‘Pushy’ sales people don’t do well, but it’s truly those who care about others that we have seen do well. Do YOU like people?” 😊

After you feel like you’ve discussed every objection she may have, ask her again:

“What other concerns or questions do you have?”

Ultimately if you feel like you’ve addressed every concern and she’s still hesitant, offer:

“If you knew that you had a support system around you to reference every step of the way, that you were not in this alone, is there any other true concern than just being scared that would hold you back? And if it’s truly just being afraid, do you want to stay where you are or is there any reason why we couldn’t together take one step at a time to get you to where you want to be? If we could teach you, could you learn?”

With a positive response to the above, **CLOSE** the sharing appointment:

“Great! (Reaffirm her to why she’ll be good or why you’re looking forward to working with her. Our job in sharing is to build up others.) When will you be ready to order your starter kit and why not now?”

3. **DO work the numbers!** You will probably close 1 out of every 4 or 5 people you share with, so expect and celebrate the No’s because you are building your skills, educating your customer for when they may be ready later, building a stronger relationship with them, and therefore also opening up the possibility of referrals.

Some keys to remember to close.....

1. Help her strategize where to get the money if she’s not sure where. Ask permission to give her ideas, or let her come up with ideas on her own by asking “where do you think it’d come from?”
2. Have her fill out the agreement paperwork right then (w/out payment unless she has paymnt), or send the e-mail link to her right then so you know she’ll have it. She may have told you she can start in two weeks but will go home and be excited that she finds the money and decides to sign up that night! This way she’ll have the link accessible.

Party Ticket Marketing Party Procedure:

Insert your marketing game during Satin Lips or just after foundation to break up the party.

Introduce:

"I am so excited to play this game because you get to win more tickets for helping me with training. I find many women come into our Pink Bubble with preconceptions on how we work or what is available in Mary Kay. I'm excited because in my business I am working to _____ (state your goal) so therefore am looking for women that could benefit from what Mary Kay has to offer and need to know how to answer their questions and what the most common questions are. In our game, you'll have the chance to ask me anything you want about the opportunity and how we work and will get a ticket for every question you ask as this helps me with my leadership training. The first person to ask a question gets 3 tickets, and there is a bonus question you will get 5 tickets for...but, no, I won't tell you what the bonus question is! So who wants to ask the first question for extra tickets?"

Common Questions and Answers:

1. What does it take to get started? ***bonus 5 ticket question

"To start in Mary Kay, we joke that you have to turn to your beauty consultant and ask permission to start because we truly get to work with people that we like. To get started, you fill out the paper work to order your starter kit and then have the privilege to sit down with our director and get a road map and direction on how to set up your business and orientation on how to reach your goals. We even have online education, webinars available, and you can start making money immediately once your starter kit is ordered." (*Show starter kit bag and what comes in it.)

2. How much money do you make?

"Did you know that Mary Kay women are some of the highest paid women in America, and Mary Kay is one of the highest paid direct selling companies? There are more women in Mary Kay who make over 50 and 100k a year than any other company in America! We love sharing how much we make! For every product sold to your customers, you keep half! So for every \$2 sold, you keep \$1. Not bad for extra cash!"

3. How many hours do you work?

"How many hours you work is up to you. I find a new beauty consultant will see \$25-\$50 an hour from their business or even a season consultant will make \$50-\$100 an hour from their business."

4. Are there any quotas?

"The great part about our business is there are no quotas! Because you are in business for yourself and not by yourself, you decide how much time and effort you want to put in to it. I find there are 4 types of part-time consultants: those that are super part time by being active once a year, twice a year, quarterly, or monthly. YOU decide how much you want from you Mary Kay."

5. How do you earn a car?

"Once you start your business and start building your customer base, you have the option to share this wonderful opportunity with others too and have team members. When you make the decision that you want to earn a car, you build your team to 5 team members and have 1-4 months to complete the group qualification for car."

6. What if there's a product that your customer needs exchanged?

"We have a wonderful product replacement program. You as the consultant simply exchange the product with your customer that they are wanting exchanged and there is a form online to fill out and submit to the company. They simply send you the replacement you request!"

7. What if I become a consultant and move to another state?

"Because we have no territories, you can truly have customers anywhere. With all the online technology including the Look book on your iPad, customer delivery service which allows you to ship customer orders directly to them, your online personal website, you have complete flexibility with your business and can truly have customers anywhere including other states."

8. How do you earn prizes?

"We have prizes in our unit, year long Cinderella prizes, and even quarterly prizes." (*Show the quarterly prize brochure as some examples, your star pin, or other prizes you've earned)

A KEY to end with:

" The bigger question I ask when people ask me how many hours, quotas, how much etc. do they have to do is "What is your reason for working?" If you had an extra \$500 a month in your life right now, what would you do with that, and could that help your financial situation and how would that make a difference to you? I know that I'm SO glad that I was willing and open to learn instead of sitting back and wishing I had! If you have additional questions at the end of our party, I'll be more than happy to answer them. "

*****If your party participants are not jumping in to ask questions, then you may kidd or entice them with some of the questions to get things rolling. Sometimes, they may not know what to ask, yet some times one person's question will spark others. Having shared your brief I story at the beginning of the party will help spark questions in their mind too which will help them to be ready once you get to the ticket marking.

Tips on overcoming objections from, National Sales Director Emeriti, Ronnie D'Esposito-Klein

Hi ____, this is _____. Do you have a minute or are you busy with family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of _____. I really appreciate your taking the time to help me towards that goal! Thank you! Do you have a good time last night? What did you like best? Did you learn anything about skin care or color that you didn't already know? As you listen to the Mary Kay Inc. marketing plan, and the opportunity you can offer to consultants, what impressed you the most about what you heard? Have you ever thought about doing anything like a Mary Kay business?

STOP TALKING!!! DON'T SAY ANOTHER WORD!!!

IM NOT THE SALES TYPE

In my experience, many of the women who started Mary Kay Inc. business are not the "sales type". If I can teach you how to demonstrate the product in and let it sell itself, without being pushy, would you feel better about doing it?

Do you believe that women love to take care of their skin with great products? If I could teach you how to help them do that, rather than try to sell them something, would you feel better about starting a Mary Kay business?

Women love to shop. If I could teach you how you can help women with their skin care needs and then just let them shop, rather than trying to sell them something, would you feel more confident about starting a Mary Kay business?

I DON'T KNOW ANYBODY

Do you know one person with skin? Do you think this one person with skin would be willing to hold a show for you? If I can teach you how you can turn that one person into other faces, would you be willing to learn? It's been my experience that many of the most successful consultants didn't start with people they knew. If I can teach you how you can meet people, would you be excited about a Mary Kay business?

I TRIED MARY KAY AND I BROKE OUT

How long ago did you try Mary Kay products? We now have a TimeWise 3D skincare program.

In case she says no thanks:

We do have full line of skincare and lots of specialty classes to choose from what sounds like more fun to you a spa pedicure party or a makeover class? Why don't you grab your calendar so we can set the date... Which works best for you, weekends or weekdays?

I DON'T WEAR MAKEUP

Do you feel skin care is important? Would you be surprised to learn that the majority of products I sell her skin care and body care, rather than make up? It's been my experience that many of our most successful consultants and directors don't really wear a lot of make up, but they are committed to a good skin care routine. Would you be surprised to learn that you can make the majority of your Mary Kay income from women buying skin care and body care rather than makeup?

I DON'T WANT TO HAVE TO TALK TO STRANGERS

if I could teach you how you can build your business without talking to strangers, would you be willing to learn?

If I could teach you how you can build your Mary Kay business without talking to strangers, would you be excited to give it a try?

I NEED TO TALK TO MY HUSBAND

What will he say?

Do whatever you want:

so then when he says do whatever you want, will you be ready to get started, or do you have more questions for me? Great, when will you be able to talk to your husband?

He won't want me to do it:

may I make a suggestion? Explain your husband that you want to purchase the starter kit. Then tell him that you're also interested in the business opportunity-so after you purchase your starter kit, do you like him to come to orientation with you and get his opinion of the business as well. Then when you come to orientation with my director, you both can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that? Would you agree with me that we can pretty much get our husbands to let us do whatever we want as long as they know how important it is to us? Just let him know this is important.

I DON'T THINK ILL LIKE IT-OR-GET HER REAL OBJECTION

let me ask you a question, if you were going to do something like start a Mary Kay business, what would be your reason? Would it be to get out of the house? Would it be for money? Would it be for something that is just for you? If I promise to hold your hand and teach you how you can do this, what would keep you from getting started today? (This will give you her REAL objection)

IM TOO SHY

Would it surprise you to know that, in my experience, some of the most successful consultants were extremely shy when they started their business and have done very well? Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness and the possibility to earn money in the process? What is surprise you to know that Moshe people are very sincere and sincerity is one of the best qualities a Mary Kay beauty consultant can possess?

Would it surprise you to know that, in my experience, some of the most successful consultants were truly shy with the start of their business and they've done very well? Would you like to be less shy? Could you see the value of doing something that is fine and might bring you out of your shyness and the possibility to earn money in the process? What is surprise you to know that Moshe people are very sincere and sincerity is one of the best qualities a Mary Kay beauty consultant can possess?

I KNOW SOMEONE WHO TRIED IT AND DIDNT MAKE ANY MONEY

Would you agree with me that there is probably someone in every single business on earth who hasn't done well while others did? So what makes you think you wouldn't do well? Would you agree that her lack of success might've been more to do with her personal situation there with Mary Kay? Let me ask you a question. Have you ever worked with somebody at your job who quit? Did her quitting keep you from becoming successful at your job? The same is true of a Mary Kay business. We each have our own business opportunity. Our ability to succeed (and not succeed) is not dependent on others.

ALL YOU ARE GETTING ARE OBJECTIONS BUT NOT A SOLID "YES" OR "NO"

Mask you a question? Do you think you're just scared? (Wait for her to respond) Well, what's the very worst thing that could happen to you? Do you want to know what I think? I totally understand. I know how you feel. I felt that way myself but the but here's what I found. We are all scared when we start something new, but what's the worst thing that could happen to you? And what's the best and that it happened to you?



READY TO GET STARTED???

Here are the next steps...

Fill
out
your beauty
agreement

Purchase your
Starter Kit
for \$100

Receive your
Welcome
Packet

Schedule your official
Business
Debut

Attend
a local Success
Event!



Carrying inventory is optional but **HIGHLY** recommended!

Some of the benefits to beginning your business with inventory on your shelves are:

You will be able to provide on-the-spot delivery of products for your customers.

Having product on your shelf would give you the encouragement and boost to start your business the right way

FREE product bonuses. Your starter kit has over \$400 of product in it, however, that is to help you with initial facials, shows, and samples. The product from the kit is not meant to be sold.

You will immediately be at the “profit” level in your business

Your customers will be more apt to “try” things and order more if they can get it right away. If you don’t then they may try Sephora, Target, etc instead

ITS GUARANTEED!!!!!!!!!!

How many things in your life are truly guaranteed???

Not much....however....

YOUR MARY KAY BUSINESS IS!

If at any time in your journey you decide that even after you gave it your all, reached out for all of the help possible, taken advantage of all the training, you do not wish to remain a Mary Kay Beauty Consultant then the company will buy all unopened unused product (purchased within the past year) back for 90% of the wholesale price!!!



"It's ^{far} better
to be exhausted
from success
than to be
rested
from failure."

— MARY KAY ASH

