

# New Independent Beauty Consultant Orientation Agenda

Consultants Name: \_\_\_\_\_

Directors Name: \_\_\_\_\_

## Class 1

- The Mary Kay Image
- Attitude Determines your Altitude
- Power Start
- Weekly Accomplishment Sheet
- Weekly Plan Sheet

## Class 2

- Booking your Skin Care Class
- Coaching your Hostess
- Hostess Programs
- Pre-profiling the guests
- Packing for a Skin Care Class

## Class 3

- Games and Referrals
- Recruiting
- Medaling
- Closing the Skin Care Class
- Individual Close

## Class 4

- Money Management
- 60/40 Plan
- Basic Record Keeping

## The Mary Kay Image

Mary Kay Ash was big on the idea of a Mary Kay professional dress attire and this image still exists today! We ask that you please stick with her image by wearing a skirt or dress (no pants please!) Of course you will want to include any career path outfits as you earn them (red jacket, DIQ scarf, Directors Suit).

Punctuality is very important now that you are in business. Be sure that you are always arriving 10 to 15 minutes early to all events, meetings and appointments. Tardiness is not fashionable!

Do not forget to let your guests know we dress professionally so they won't feel uncomfortable when coming to an event.

Small children should not be brought to meetings and or events. You will want to arrange dependable childcare for meeting and training times. This is not to be mean but to help you take advantage and maximize your learning experience while you are at events. We understand the occasional need to bring your child and do not want this to be a reason that you do not receive proper training, please contact your director if this is a concern for you so you can come up with a solution best fit for you.

Please be sure that your cell phone is off or on vibrate while you are at an event, meeting or appointment. Distractions such as texting can and will take away from your experience at events and a connection that you are trying to create with the women you are in an appointment with.

## Attitude determines your Altitude

No gossiping or negativity allowed! Mary Kay Ash always said *"I always greet our employees with a warm 'Hi! How are you?' When a new employee answers, 'Uh, pretty good. How are you, Mary Kay?' I'll say, 'You're not just good, you're great!' Each time I see him or her afterward, he or she will say, 'I'm great!' and the smile will get bigger and bigger. If you act enthusiastic, you become enthusiastic – and it spreads like wildfire!"* Here in the Pink Bubble we like to make sure that our atmosphere reflects this concept!

Another great quote from Mary Kay Ash was *"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you BELIEVE, remember you can ACHIEVE."*

Your director can tell you from personal experience that Mary Kay's thoughts are true! We have pushed passed everything that you are facing right now and know how to help you. Please do not let your mind get in the way of your success. Talk to us about what is bothering you and we will help push you passed it.

**YOU CAN ACHIEVE YOUR POTENTIAL!!**

## Have a POWERful Start

We know that when starting your business it can be a little overwhelming. Focusing on the new consultant promotions that you Director put in place will help you learn how to work your business **full circle**. The power starts are a great place to start, we suggest going for the Power Start Plus to begin your journey.

### **Power Start Plus**

This power start is a great way to work **full circle** by doing the faces and interviews that you will need to start building your customer base, get sales and new team members. Use this form to help keep track of how much you do each week for the next 30 days.

Week 1: I have completed \_\_\_ faces towards my 30 and \_\_\_ interviews towards my 6.

Week 2: I have completed \_\_\_ faces towards my 30 and \_\_\_ interviews towards my 6.

Week 3: I have completed \_\_\_ faces towards my 30 and \_\_\_ interviews towards my 6.

Week 4: I have completed \_\_\_ faces towards my 30 and \_\_\_ interviews towards my 6.

Once you have completed your 30 faces and 6 interviews within the 30 day time period you will receive your Power Start Plus Charm for your charm bracelet!

### **Power Start**

This power start helps you focus specifically on building your customer base for the next 30 days.

Week 1: I have completed \_\_\_ faces towards my 30.

Week 2: I have completed \_\_\_ faces towards my 30.

Week 3: I have completed \_\_\_ faces towards my 30.

Week 4: I have completed \_\_\_ faces towards my 30.

Once you complete 30 faces in the 30 day time period you will receive your Power Start charm!

### **Perfect Start**

This will help you have a strong start to each month and put you in a good place to finish either of the power starts!

Week 1: I have completed \_\_\_ faces towards my 15.

Week 2: I have completed \_\_\_ faces towards my 15.

Once you complete 15 faces in a 15 day time period you will receive your Perfect Start Charm!

## Fill out the Sheets

### Weekly Accomplishment Sheet

We want you to receive the recognition that you deserve! Filling out your Weekly Accomplishment Sheet (no matter what is or may not be on it) each week will make that happen! Please be sure that you are filling out your sheet each week by Sunday at 10pm to ensure that we can properly recognize you at our Monday Night Meetings. Simply go to [www.marykayintouch.com](http://www.marykayintouch.com) and select "Enter Weekly Accomplishments" from the "Business Tools" pull down menu. This must be turned in *on time* in order to receive recognition at the meeting.

### Weekly Plan Sheet

Completing a weekly plan sheet each week will help you stay business, in control and focused on what you need to accomplish each week. This can be found at [www.marykayintouch.com](http://www.marykayintouch.com) by searching "weekly plan sheet" in the search bar provided on the site.

## What's a Skin Care Class?

### Booking your Skin Care Class

Beginning to book your skin care classes is a scary step that must be taken to have a successful business. Push yourself over the hump by using the six steps and the following scripts.

Step 1: Create you contact list- this should be friends and family that you are wanting to get together with to help you get started with your business.

Step 2: Mark at least 10 times in the next two weeks that you are available to use to get together with people. You will need this for when you are actually making the phone calls.

*Hint: the weekly plan sheet is a useful tool here*

Step 3: Learn the scripts- you should be excited that you are starting your business! Learning the scripts will help you sound confident when you are actually scheduling people.

Step 4: Be ready for their objections- we all get them! Just overcome and shake them off.

Step 5: Schedule a time to call- everyone has distractions, make sure that you can schedule a time that you can actually call to schedule all of these people on your list!

*Hint: a 2 hour time block is usually good*

Step 6: stay at it until all slots are full- having all 10 slots filled up at a time will put you in the path of success, never settle for just one or two.

Your Script: "Hi (there name), this is (your name) calling. Do you have a second? I am so excited because I have just decided to start my very own business with Mary Kay and I would love to get your opinion of the products! Is there any reason why we couldn't get together to let you try the product and help with my training? Would a weekend or weekday be better?" (Make sure you continue until you are giving her specific time options and she picks one)

### Coaching your hostess

Once she picks a time: "By the way (there name), I can do several faces at a time and when you have a couple girlfriends join you, you can actually get some free product! All you have to do is send me your list and I do the rest! I know that it will be a ton of fun to get pampered and relax with your girlfriends! If you send me your friends' names, phone numbers and addresses within the next 48 hours you will already get a free lipgloss! After I get your list I can send out your invitations, when is a good time for me to follow up with you for your list?"

Suggest to her that instead of simply telling her friends that she is having a Mary Kay party to make it more fun with something like "My friend has decided to start her Mary Kay business and she is coming over to pamper me so I can give her my opinions of the product! I can have friends join me by reservation only and I immediately thought of you! Want to join us?!"

### Suggested Hostess Programs

The beauty of having your own business is that you make all of the decisions, this includes what hostess program that you want to promote! The following are simply suggestions that have been used before:

1. Take 20% off all of the sales that you receive from orders at the party and that is the amount of free product that your hostess gets
2. Encourage them to have more friends join with a tiered plan- they receive 10% off their order with one friend, 15% off their order with 2 friends, \$50 of free product with 3 friends and \$100 of free product with 5 friends
3. The company suggests doing- 10% of the overall sales with an extra 5% for every new booking with a maximum of 20% earned
4. When they have 3 guests plus the hostess they get \$75 of product for \$35, 5 guests plus hostess they can earn up to \$100 of free product from the following

<b>Total Party Sales</b>	<b>10% (no bookings)</b>	<b>15% (1 Booking)</b>	<b>20% (2 bookings)</b>
\$500	\$50	\$75	\$100
\$400	\$40	\$60	\$80
\$300	\$30	\$45	\$60
\$200	\$20	\$30	\$40

### Pre-Profiling the Guests

After spending all this time sending out invites and working with the hostess you will want to make sure that you connect with the guests as much as possible to ensure that they show up for your hostess.

The easiest way to do this is by calling each guest to fill out their customer profile card. This will make it so the hostess knows who is coming and you can be prepared with each person's skin type before the actual party. Be sure to save your time and theirs by only asking them the questions that are to the left on the front of the profile card and their name. They can fill in their address and the rest of the questions on the right hand side and the beginning of the party.

## **Packing for a Skin Care Class**

When packing for your class you will want to make sure you have the following things:

1. Mirrors, trays, clothes, brushes, and applicators (enough for each guest)
2. Close sheet for Create Your Roll Up Bag (this can be found on your directors website)
3. Enough DEMO product for them to try everything on close sheet
  - The Skin Care Line they are using
  - Mineral Powder Foundation
  - Foundation Primer
  - Sheer Bliss and Cranberry Cream Blush or one of each Bronzer
  - One of each Cream Eye Shadows
  - Lipgloss (can be individual samples)
  - Oil-Free Make Up Remover
  - Satin Hands Set
  - Satin Lips Set
4. Each guests partially filled out customer profile card
5. Order forms, beauty and look books
6. Pens, a calculator and your date book
7. Enough inventory to give each guest one of everything (if you have invested in inventory)

## **What happens next?**

### **Have fun and get referrals**

During the party you will want to be sure that the guests are excited and having fun! Two games can make that happen easily.

1. The Queen Game: for this game you will want to have one wrapped gift (example: discontinued product or candles) instruct the guests that for each time you say the words "second pampering session" the first person to shout "QUEEN" will get the gift! This is a rotating gift, so continue to say "second pampering session" throughout your class. The last person that has the gift at the end of the class will get to keep it!
2. The Referral Game: sometime in the middle of your skin care class take a moment to ask your guests for referrals, explain to them that the biggest compliment that they can give you is to put their friends down to receive a gift of a pampering package. Explain to them that they will get one ticket for each name and number they give you of their friends that they feel are overworked and under pampered. When they fill in all of the slots they will receive an additional five tickets. The person with the most tickets will get the second wrapped gift!

*Hint: having a clapper for each guest at your party will up the excitement at your parties*

## Recruiting

Whenever you go to an appointment you will want to make sure that you have a recruiting packet created for each guest that will be involved in the class. For our Godwin Future National Area we have several fliers that you will want to include in this packet. You can find all these fliers on your directors website.

For our personal packets we purchase large goody bag bags to use for our packets, you may choose to do something like a folder instead! In the packet you will want to include the following:

1. If the Shoe Fits, Wear It flier
2. Your Starter Kit Flier
3. Signing Bonus Post Card

After giving each guest a packet proceed to go over each step of *the if the shoes fits* flier to explain all the benefits of starting Mary Kay. Afterwards follow the list down to talk about how you can start and what will happen if they sign on today with you. Be sure to have a paper agreement or tablet there with you so you can sign any new recruits up right away.

## Medaling

When recruiting it is important to set a goal of how many women you would like to have join your Mary Kay business that month. When you medal with the company you not only get recognition from the company in the applause magazine but you will receive a charm for your bracelet with each medal.

Bronze Medal- recruit **three** or more team member in a single month

Silver Medal- recruit **four** or more team members in a single month

Gold Medal- recruit **five** or more team members in a single month

## Closing the Skin Care Class

At the end of any appointment you will want to make sure that you have already done the referral game and that all guests have tried every product. Once that has happened you can go over all of the deals that are included on the Create A Roll Up Bag close sheet (found on your directors website) Using this tool will maximize your sales potential. After going over that inform the guests that you are available for any questions and while they are looking over what they are want clean up the table.

## Individual Close

After cleaning up the table, see if there is someone that needs to leave, that will be the person that you will want to meet with first. Have a table set up in a separate room with a look book, close sheet, order forms, pens, date book and calculator so that you are completely prepared for your individual close. Once you have determined who is going first take them to the other room to make it more personal. Make sure that they enjoyed themselves and the product. Make sure that the following is completed before they leave the party; complete the steps until each guest has met with you:

1. Book their second pampering session (make it a party!)
2. Make sure the products they are getting will completely meet their personal needs
3. Complete their order form and get payment
4. Go and get their products (if you have inventory)
5. Thank them for coming

## Money Management

When starting your Mary Kay business we know that the startup cost of everything can be a little intimidating, but we want to make sure that you are prepared and using your money wisely. Sitting down with your director and creating a money management plan is the first step. You will want to have a separate bank account for your Mary Kay business so you know what money is available for your personal life and what money should go towards your business.

### **60/40 Split**

Mary Kay Ash was a huge encourager of the 60/40 split. The main idea of this split is that you would take 60 percent of your weekly earning and reinvest them into your business, the remaining 40 percent you keep as your profit.

Independent Nation Sales Director Connie Kittson calls this the pink and green accounts. The pink account is for the 60 percent. This is used to purchase product to replace and/or build your inventory, limited-edition items for seasonal sales and preferred customer program investments. The green account is where you save your money for special events where you will need hotel, registration and transportation. At our weekly meetings we will have an envelope for you to have for each event in the seminar year. Throughout the year you should be bringing a portion of your sales from that week to the meeting with you so that we can save it for you to use at the next event.

### **Basic Record Keeping**

Throughout the year making sure that you keep any and all sales receipts that you get from anything that has to do with Mary Kay is extremely important. An easy way to keep all of this organized as the year goes on is by investing in a accordion folder, with this you can create a tab for each month of the year. Once you have that created you can file away all receipts and order forms in the accordion to look back to at the end of the year.

A Independent Beauty Consultant Expense Tracking Form can be found on your directors website under training, in the business section. Taxes will be easy as long as you stay organized!

*“People are definitely a company’s greatest asset. It doesn’t make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps.” – Mary Kay Ash*

## Reference:

Mary Kay Website: [www.marykayintouch.com](http://www.marykayintouch.com)

Sales Director Jade Rabideau’s Website: [www.jaderabideau.com](http://www.jaderabideau.com)

Future Executive Senior Sales Director Nita Godwin’s website: [www.nitagodwinnsd.com](http://www.nitagodwinnsd.com)