

NEW CONSULTANT BREAKFAST

WELCOME

- You are now a part of one of the fastest growing Units and National Areas in all of Mary Kay.
- This is going to be an amazing journey for you.

YOUR MARY KAY GOALS

- Weekly Plan Sheet and 6 Most Important Things

MASTER CONSULANT SKILLS

BOOKING

- Talk about bookings and the life line of our business
- The booking cycle – only Skin Care at 1st appointment
- Overcoming objections
- Memorize Overcoming objections and Power Start Script
- Your Debut and beyond – goals of debut
- Keep Booking...

COACHING

- Million Dollar Skin Care Class Form
- Hostess program
- Hostess packets
- Coaching and pre-profiling

ARRIVING TO A SKIN CARE CLASS

- **Image & etiquette** - at classes, meeting, etc. – What to wear, etc.
- Arrive approximately 30 minutes early to talk with the hostess and set up. (explain what you are going to learn about your hostess' guest before they arrive)
- Do not be a bag lady

SELLING - IT'S ALL ABOUT THE SKIN CARE CLASS

- Observe my Starter Kit and how I pack.
- Setting up your roll-up bag
- Getting Organized.
- How to set up the table – where to put the books, labeling the trays etc.
- How much product to squirt.
- Importance of mastering the Skin Care Class
- Customizing your flip chart – Skin Care Class Script
- Key points in skin care class –Opening, Roll-Up table Close, Individual Close, Four Point Recruiting Plan
- Smiling, Talking clearly, stand up straight, where to stand or sit

- Always wear a skirt and no cleavage
- How much product to squirt

AFTER SCC

- Call your director
- Profile cards and receipts
- Enter customers into PCP (Explain PCP – importance and price)
- File bank copy for taxes
- Weekly accomplishment sheet
- Send Thank You notes to all Customers
- Follow up 2 Days, 2 weeks, 2 months

THE SECOND APPOINTMENT

BUSINESS SYSTEMS-

INVENTORY

- Choosing inventory
- Managing your inventory
- Reordering
- 60-40 Split and the business tracking register
- 2 separate accounts – checking and savings
- Active Status
- Storing Inventory
- Tracking Star

ORGANIZATION 101

- Go over sheet

YOUR OFFICE SYSTEMS TO KEEP YOU ORGANIZED

- Record Keeping/Receipts
- Keep Mary Kay Invoices and all business receipts
- Expense Tracking Form
- Profile Card Box
- Sales Tickets

COMPUTER SUPPORT

- Weekly accomplishment sheets

- Company Website
- Preferred Customer Program
- On-line agreements
- Reports
- Learn MK
- Color Insider
- Unit Website – Calendar, Vouchers, Promotions

VISION CASTING ~ CONTINUED SHARING AND PASSING IT ON

Vehicles to our Business:

Skin Care Classes (hostess + 2)

Double facials (2 girlfriends)

Facial (one on one)

Customer Service (take good care of customers – they are life line of your business)

Preferred Customer Program (quarterly mailing of the Look Book)

Web Site (only \$25 1st year / \$50 there after – very important)

Vision Casting of Selling:

Selling the Product – 2 Classes per week w/4 guests at each class

Total of 8 Faces per week x \$100 per face = \$800 in sales / 2 = \$400 profit

Over 1 month – you will earn a total of \$1600 extra income

If your boss were to ask you to work an extra 6 hours doesn't matter when....and he would give you an extra \$1600 a month would you do it?

Over 1 year of being consistent with your Mary Kay business holding 2 classes per week you will earn a total of \$19,000 a year! Guess what it? It gets better because we sell a consumable product and build a customer base that reorders with us. Holding 2 classes per week over 1 year, you will have facialed 384 customers. You will probably maintain 250 customer x \$200 (avg. reorder per year) = \$50,000 in sales / 2 = \$25,000 profit. Okay, so let's add your profit from classes \$19,000 w/ your profit from reorder \$25,000 = **\$44,000 PROFIT per Year! Wow, does anyone want to book some classes?**

What would you do with your first \$500 you make? Think about it, write it down. Discuss the importance of creating a goal and having it in front of you.

- **1st Challenge from me to you:** Power Start – 30 Faces in 30 Days! Earn your beautiful Power Start Pin. Now you are probably wondering where these 30 faces are going to coming from????? Start making a list of everyone you know with skin – give them ideas! Now put a star next to the people on your list that you know will host a class for you!
- (Give consultants the 30 faces 30 days script!)

PROMOTIONS AND YOUR FIRST GOALS:

- Promotions that will help you get off to a Great Start.
- Power Start
- Pearls of Sharing
- Power Start Plus
- Unit Hotline

- Being a Star Consultant...making money, recognition, prizes(can choose multiple prizes and past prizes)

TRAINING THAT NEVER ENDS:

- Reminder to Attend Success Meeting for continuous training.
- Training – Different topic every week (become a master consultant)
- Recognition – Weekly ribbons, charms, sashes
- Motivation – Those that show up go up
- Bring Guests – Tell them what to bring for guests (4 guests and 4 meetings and you earn the calculator)
- Girlfriend Time – Fun and you will make great friends