

How to do an inventory talk with a new consultant:

- 1) The Inventory talk should be within 24-48 hours of the welcome call and the new consultant should have already listened to the recorded inventory talk on my website at www.nitagodwinnsd.com under "New Consultants" OR the Stacy James Welcome CD
- 2) Before you schedule the talk, you will also want to ask the new consultant "Do you make the financial decisions in the household, does your husband or do you make them jointly?" If they make them jointly OR if her husband makes the decisions ask if her husband would be willing to listen in on the call with you.
- 3) The New Consultant will also want to have access to a computer to see the Ready Set Sell brochure or have a Ready Set Sell brochure in front of her.
- 4) You will want to ask the following questions when you start off the inventory talk. "Were you able to listen to the inventory call and/or Stacy James CD? What did you think? What do you think are the benefits of having inventory?"
- 5) Let her share what she thinks the benefits are and if she has any objections to having inventory.
- 6) You will want to then say " I have found there are several benefits of having inventory and they are:
 - a) **It will save you time-** When you have products on hand you can give people on the spot delivery and not have to worry about ordering it and taking time to deliver it later. This can be very time consuming if you have to drive around dropping off product to customers and/or mail it to them.
 - b) **It will save you money-** When you order from the company it is \$8.95 every time you place an order regardless of how big it is. It is \$8.95 with a \$10 order or a

\$1000 order. So, if you place a larger order at first you will be paying less in shipping & handling every time you sell something.

c) It will **MAKE** you more money- Statistics say that when you have products on hand you will sell 60% more. Because women are impulse buyers we will want something today but change our mind tomorrow. If we don't have the product right then, the chances of changing our mind are increased. As a consultant, you can lose out on sales and take the risk of the customer changing her mind. Also, if you do not give the products to the customer quickly, they will be tempted to go to the grocery store or Wal Mart the next time they want to buy cosmetics so that they do not need to wait.

- 7) Have consultant open her Ready Set Sell brochure. If she is looking online, have her go to www.marykayintouch.com and enter "Ready Set Sell" in the search button on the upper right hand corner.
- 8) Explain on the first page the FREE Color 101 she will get when she places her order with 15 days of signing on as a consultant.
- 9) Before you go over the packages, you will also want to explain the risk free investment with Mary Kay because of the 90% buy back guarantee. Even if she invested \$1000, she would only need to sell \$100 to break even AND she gets to keep the FREE product that the company gives her with her first order. Of course, you can let her know that our goal is for her to be successful so that she won't need to worry about not selling it!
- 10) Explain that there are three packages you are going to go over, the TOP, the MIDDLE and the BOTTOM.

There are packages in between but this will give her a good range.

- 11) Have new consultant open the page to the 3600 package and explain that this is PROFIT LEVEL inventory. It is called PROFIT LEVEL because a consultant can run her business for an entire month without running out of product. It has enough product for 8-10 customers with 8-10 of all of the skin care items we sell the most of and 1-2 of every color on hand. So, if you did a party and sold 5 satin hands you will have the 5 for everyone plus will still have product left over for your next facial or party. Also, with 1-2 of every color you will have enough for the color appointments and will have multiple colors of the popular colors. So if two people want frosted rose lipstick you will have both of them!
- 12) You will also receive \$600 worth of FREE product that you see on the right hand side of the brochure that you did not spend any money on! So, when you sell it you will have \$600 in pure profit!
- 13) You are also a Star consultant at this level and as a Star you will receive many perks (read the perks listed in the brochure to her)
- 14) This package is 3600 wholesale and when you sell it all it is worth \$7200 and with the FREE product and FREE color 101 it is actually worth close to \$8000!! So, you will make back the money you invested plus have \$4400 that you can do anything with like paying off other debt, putting money into savings etc.
- 15) The next package is the 1800, turn the page a few times to find it. This package is half as much as the 3600. Instead of 8-10 of the skincare items, it gives you 4-5.
- 16) The 1800 is enough for your first 1-2 parties. Instead of 1-2 of every color, you will receive just the "Dash out

- the Door” look which is done at the first party. So, if you sold any additional color you will need to order it.
- 17) At this level, you will still receive \$300 worth of FREE product AND this is the last level to start off with and be considered a Star.
 - 18) You will be able to take some profit, but you will also want to re-invest some of your profit into more inventory because you will have some big gaps. So, if you sold \$600, you might want to make a \$400-\$500 wholesale order to replace what you sold and build your inventory. It is wholesale 1800 and when you sell it all it is \$3600 worth of product and with the FREE product and FREE color 101 it is \$4000 worth of product!
 - 19) It is a good place to start if you just want to get your feet wet and still have products on hand for your first 1-2 parties
 - 20) The last package is the 600 package. This is the one on the last page. This one is really enough for just 2-3 customers. A lot of what you get will be used for demo and you will only have a few products left over to sell.
 - 21) When you do your first party, you will have a few items to give your customers but will most likely need to order quite a few. You still receive FREE product with this package such as the \$100 FREE and the FREE Color 101!!
 - 22) But you will also be putting almost 100% of your sales back into inventory and so it won't look like you are making a profit as quickly.
 - 23) At least you will still receive FREE products and have some demos to get started with the 600 package. It is wholesale 600 and when you sell it, it is worth \$1400.
 - 24) Ask the new consultant “If you didn't have to worry about how to come up with the money, which package most appeals to you?”

- 25) Let her answer and respond with "Why do you like that package?"
- 26) "Do you have the means to be able to order this package today?"
- 27) If she says "Yes" then take her debit card and/or credit card number and let her know that she will receive extra bonuses when she orders the same day you go over the package with her. (I will offer from my shelf half of what she would be getting from the company for FREE in addition to the FREEBIES from the company just for ordering her first order the same day)
- 28) If she says "NO" than ask what her resources are. How is her credit? Does she have savings? Does she have someone in her life that cares enough to let her borrow the money?
- 29) If she has an excellent credit score above 700, she can apply for the MK visa on www.marykayintouch.com under "Ordering" and then "MK Connections". It will give her instant approval if she is approved. Make sure she writes down the card number and expiration date and we will want to activate the card to find out the full amount available. She can use the money right away as soon as she gets the instant approval.
- 30) The benefit of the MK Visa is that it is 0% interest for 6 months and it will help her track all of her business expenses for tax purposes. Most people can make a pretty big dent on the card balance within 6 months.
- 31) If she has mediocre credit than she can apply with US Bank at 502-538-3800. She will find out approval status within 1 hour of applying and can have the card expedited to be able to place the order quickly. This card is also 0% interest for 6 months.

- 32) Explain the difference between investing and spending. There are three times that "Borrowing" money is a good investment. A) Borrowing money for an education, will eventually give you MORE money once you get a degree.
B) Borrowing money to buy a house will give you MORE money when you sell it.
C) Borrowing money to start a business is a good investment because the money that you borrow will be worth twice as much when you work your business in Mary Kay. And with the 90% buy back guarantee there is virtually no risk with Mary Kay to at least give it a shot. With any other business you would start, it would be more than \$5000 to get started AND there is no guarantee it would be successful. Even becoming a realtor can be close to \$10,000 after you pay for school, licenses etc without any guarantee of success.
- 33) Ask her which resource she would want to use to get started with her inventory and proceed with this resource. Apply for one of the cards there on the spot if she wants to go that route.
- 34) If she says that she wants some time to think about it, let her know about the extra bonus that I offer when they make a decision within 24 hours of hearing their inventory options.
- 35) Schedule a time to follow up within 24 hours.
- 36) Close the new team member with a debit card or credit card!!! Let her know that we do her first order for her since we know what sells the best. Any requests for her first order? CONGRATULATIONS! You completed your inventory talk!!