

Name: _____ Consultant name: _____

Date: _____ Phone: _____ Email: _____

Opening: Show the kit (best if you have color flyer laminated) this is \$100 investment to start a business.

MK may or may not be for you, however, if you do start you have one full year to place an order with MK. I find that most women are fearful and think of all the reasons NOT to start- but really this is only a \$100 decision (go over contents).

*I am going to tell you a little about me but mostly I want to get to know **YOU**.*

Opening Questions:

Tell me about YOU and your life? (this should lead to other questions like have you always lived here, how did you meet your husband/boyfriend, hobbies etc.. ask about work etc.. what she likes)

Can you share with me what brings you JOY?

Tell me about a time in your life when you were proud of yourself ?

Lets dream for a minute- if money and time in your life was not an issue what would your life look like a year from now- what would be different in your life?

So far what has impressed you or caught your attention about MK?

If I only have 5 minutes to tell you more about our business today what would you like to know?

Mary Kay Corporate Information:

- USA Based Company—Manufactured in Dallas, TX
- We are in 37 Countries Worldwide
- We are a completely Debt Free Company
- Been in the business for 54 years
- God 1st, Family 2nd, Career 3rd
- MK Ash Foundation—helps to eradicate Cancers affecting Women & Domestic Violence, donating over 50 Million
- Pink Doing Green—landfill free factory

QUALITIES WE LOOK FOR:

BUSY—85% of our Sales force is working a full time job, going to school, has children (or all 3!)

We all have 168 Hours in a week

(168hrs...if you Work=50hrs, Sleep=56hrs... that leaves 62 hrs/wk left! That's 8.8 hrs a day!) **(PULL OUT A PLAN SHEET TO SHOW)**

DON'T KNOW PEOPLE—Friends & Fam usually want to know what's for free & what's my discount—but they'll usually introduce you to your REAL customers... each person you know can potentially introduce you to 10 NEW people & you continue to grow from there!

NOT SALES TYPE— "Salesly"/"Pushy" people don't do well in Mary Kay—we are about building long term relationships with our clients—We attract a lot of Nurses, Teachers & Social Workers because they are helping/teaching focused

FAMILY ORIENTED— You'll usually do more for your family than you will for yourself—Mary Kay can help you achieve great things for your family!

WHAT WE OFFER:

MONEY—Let me show you how we make \$ in Mary Kay (see \$ Diagram)

RECOGNITION—Most women do not feel recognized in their jobs—usually the only time they hear from their supervisor is when they've done something wrong (or are given more work for job well done!)

SELF ESTEEM/CONFIDENCE—A more confident woman is better Mother/Wife/Friend/Worker/Neighbor. 75% of your success in a career is attributed to Soft Skills & Confidence.

FLEXIBILITY—Because there are **NO QUOTAS**, You create your schedule & determine how much or how little you work. You work this biz in & around your life in the small pockets of time you have.

CARS—You have the opportunity to take advantage of our Career Car Program if you choose to—we have approx. 40 FREE MK Car Drivers right in Rochester—most of which earned their 1st cars while working a Full Time job!

ADVANTAGES-There are many tax advantages to owning a small business—there is also UNLIMITED CAREER ADVANCEMENT—typically in other jobs in order to earn a promotion you need to wait for someone to retire, leave or die in order to move up—in Mary kay you can move up as quickly or as slowly as you decide to.

MONEY BREAKDOWN:

(WRITE THIS OUT ON AN INDEX CARD FOR THEM)

Activity	Avg. Sales	Avg. Profit	Hrs	Hrly Rate
Skin Care Class 3-6 ppl	\$200	\$100	2	\$50/hr
Facial 1-2 ppl	\$60	\$30	1	\$30/hr

Other: Holiday Open House, Theme Parties, On the Go, Website

(This is a Face to Face business – **NOT** a catalog company)

Dovetail – 35/15 split of profit (when life situations come up!)

RE-ORDER BUSINESS: 50 Customers on Miracle Set x's 3x's a year

Works out to over **\$7500 profit/\$680 per month** to stick in a bag & drop off to your customers!

What would you do with \$680/month – every month?!

TEAM BUILDING: Earn between 4-13% commission

DIRECTORSHIP: 9-13% + BONUSSES + CAR

Closing Questions:

Do you have any questions?

Did anything shock or surprise you?

Crucial at this point that you take what she "wants" in her life and connect the dots.

State how you see her being able to meet a need or desire with this and how it would benefit her?

What is the worse thing that would happen if you decided to order a starter kit? (get your own products at half off!)

I would love to work with you and could see you benefiting from Mary kay. In addition to the starter kit **TODAY ONLY** my director is offering_____. Is there any reason why you wouldn't want to order a starter kit ?

Answer questions, once you can't go any further- ask for interest on 1-10 scale (NO 5's allowed!) 1 2 3 4 **X** 6 7 8 9 10