Welcome Russo Rizers

Mary Kay New Consultant Get Started Packet

... to something amazing!
Weekly Success Meetings
Training, recognition, prizes, & guest facials/makeovers

Friday Mornings
Connie’s House
9:30 a.m. breakfast included
MUST RSVP!

2nd Tuesday each month
US Hotel—Duncansville, PA
6:30—8:45 p.m.
PLEASE RSVP!

Please bring your Starter Kit filled with supplies designated by director on “Pink Bubble” unit FaceBook page. Submit your Weekly Accomplishment Sheet by Sunday night to receive recognition and prizes at the meeting.
107 Quince Court—Hollidaysburg, PA 16648

Connie Russo
Your Independent Sales Director & Business Coach
Mom to three & Grandma to 5. Connie became a beauty consultant in 1980 and debuted as a Sales Director in 1981! She is passion about helping others realize their potential.
Consultant Contact Center

Record this information...you will need anytime you contact Mary Kay or sign in to Mary Kay Intouch.

Consultant Number: [ ] Mary Kay InTouch Password: [ ]

Personal Website address: [ ] email: @marykay.com

www.marykay.com/ MK

Your Director Contact Info:
Cell: 814-312-2106
E-mail: connie@connierusso.net

Touch-tone system:
The Mary Kay Contact Center connects you to a Customer Service Representative who can assist you with a variety of services with just one call.

Just dial 1-800-272-9333. The system will automatically access your Consultant information by comparing the phone number you are calling from to the number we have on file for you. Therefore, it is important that you keep your phone numbers updated in our files. If you have any questions about the phone number that they have on file for you, or if you need to change your phone number, your customer service representative can help you. If the system is unable to obtain a unique match between the number you are calling from and the number they have on file, you may be asked for your Consultant ID when your call is answered.

CONTACT CENTER—for INDEPENDENT BEAUTY CONSULTANTS ONLY!! 1-800-272-9333

First press “1” for English; “2” for Spanish
Then choose from the following menu options that apply:
1. For placing a Product or Apparel Order
2. Mary Kay InTouch Support
3. Branch Customer Service; Order Agreement Status; Missing or Damaged Item; Product Replacement or Customer Delivery service
4. Prize Orders or Questions
5. Preferred Customer Program
6. Special Events
7. Information related to ingredients directions of use or medical questions
8. Career Care
9. All other questions.

Customer Satisfaction 1-800-627-9529
(for customers only) (1-800-MARYKAY)

Director in Qualification 1-800-347-7666

Telephone Device for the Hearing impaired (TDD) 1-800-767-0787

MC/Visa authorization go to ProPay on Intouch site.

24 Hour automated Info Line 1-800-440-5370

To place orders by marykayintouch.com

Internet

Corporate Headquarters (Mary Kay Inc.)
Phone: 972-687-6300
Mailing Address (U.S. Postal Service Mail):
Name or Department
Mary Kay, Inc.
P.O. Box 799045
Dallas, TX 75379-9045

Shipping Address (Commercial Carrier parcels & packages)
Name or Department
Mary Kay, Inc.
16251 Dallas Parkway
Addison, TX 75001-6801
Welcome!

Welcome to Mary Kay Cosmetics and our unit!

You can start selling and building a team today, however, learning basic business skills is important! Education is available locally or through recordings and conference calls and will extend over 4-5 sessions, and includes

- **Orientation**—Getting Started
- **Product Knowledge** and **Makeup Instruction**
- How to Conduct a **Skin Care Class/Party or Facial**
- **Office** Management (Time, Space and Money)
- **Team Building** and **Setting Goals**

Mark important dates and other events in your datebook.

Bring guests to Mary Kay makeover events to try the products. Learn by watching experienced consultants and directors.

Start off on the right foot and become familiar with the **Mary Kay Philosophy**:

- Positive Attitude
- Golden Rule
- Priorities of God, Family, Career
This packet goes over everything that you need to know!

- Getting Started
- Having a Launch Party
- Building your customer base
- What to wear
- Letting me know how you’re doing
- Earning rewards
- Moving to the next level
1. **Get Started!** Complete an Orientation by going through the first few pages of this binder with your Director and/or recruiter.

2. **Be Official!** Receive your Mary Kay pin from your recruiter at the next meeting. If you are not local to your recruiter, we’ll arrange to have it given or sent to you.

3. **Who do you know?** Make a list (see Pink Pages) of people you could practice facials and classes/parties with. Include phone numbers. Try to come up with 40+ people. Categorize them into Columns A, B, and C according to how well you know them. You will probably schedule your first appointments with people in column A.

4. **Place your first wholesale order.** Your director usually creates and places your first order for you after you and she have discussed it. Sample orders are available to look at. It takes 5-10 days to receive your product after ordering. Orders can be placed via internet, phone or by mail. (See order form and other papers in a back section of this binder. Included also is an Inventory Options CD.)

5. **Put your best face forward!** Begin using all Mary Kay products as soon as possible if you haven’t already.

6. **Get your name in print!** Order business cards (and checks) from Mary Kay, Inc. (MK Connections). Go to www.intouch.com and go to top left “Ordering” and drop down to MK Connections.

7. **You are in business!** Make a professional message for your voicemail. See suggestions in this binder.

8. **Look like a pro!** Plan to wear a professional uniform. It’s suggested that you wear a black jacket and skirt and white blouse to Mary Kay events and trainings. Keep it simple. You may want to have a beauty coat for your selling appointments (can order from MK)
9. **Start winning!** Locate the Prize Booklet in this binder and start reaping the rewards!

10. **Communicate and Connect!**
   - Visit the InTouch homepage after you receive your consultant number. To do so go to www.marykayintouch.com. Enter your consultant number and create a password. Check this page often for up-to-date company information.
   - Give your email address to your director. Send an email to connie@connierusso.net
   - Send your Director a text to ensure you are in her contacts—814-312-2106
   - Send your Director (ConnieRusso) a FaceBoook invite so she can add you to unit Facebook group.
   - Download the Voxer App! Add me (crusso634) to your contacts so I can add you to our Voxer unit chat group “Russo Unit Let’s Talk”.
   - Visit our unit webpage to view our unit educational materials and other info. www.connierusso.com.
   - Purchase a company maintained Personal Website for $30.00 for your first year. This provides a current shopping place for your customers. Check it out on InTouch or ask your recruiter or director.

11. **Set a date for your Business Launch Party!**

12. **Attend your first weekly success event.**
2 Ways to Launch

#1: the Launch Party!
Congrats! You have just become a brand new Independent Beauty Consultant! You’ve ordered your inventory and you’ve made your list of contacts! You’d like to schedule a time when you can get 5-25 people around to be introduced as a new Beauty Consultant, get your friends and family excited & get your books filled! There will be drawings, refreshments, specials and more!
(Completed with the help of your recruiter or Director)

#2 Debut Thank You Party
You have just became a brand new Independent Beauty Consultant! Don’t wait to get started...get your business off the ground right away by following these easy steps! Your first focus will be on holding your Perfect/Power Start. A Perfect Start is holding 5 classes // 15 faces in 15 days & a Power Start is simply doubling that to 10 classes// 30 faces in 30 days. This gives you the best practice possible and will give you confidence in selling the products. It will also be the start of your contact list, from here you will be able to share the product and opportunity with so many more women!
Alright ...time to get started!!

Book & Hold your Perfect/Power Start!
Use your Contact List to make your initial invitation list & then use the Simple Booking Script to book your first classes!

Send out Debut Thank You Party Invitations
Be sure to five invitations to everyone who attends a party during your Perfect/Power Start! (Text invites, pic collage, add them to a Facebook event, etc!)

Host your Debut Thank You Party!
This party is a thank you to all the women who helped you start your business! There will be drawings, refreshments, specials and more!
Mary Kay is an incentive based, goal-oriented adventure!

There are no quotas. If you work, you will win. The sky is the limit! It’s up to you!

The next few pages are suggestions of activities that will help you to learn your new business. By completing them you will be very practiced in teaching skin care and color and sharing Mary Kay company information to build a team of consultants.

In addition to reading these, see the Goal-Setting and Prizes and Rewards pages of this binder.
Your 1st Goals:

1. Complete a Power Start or Perfect Start

Mary Kay has been recognized as having more loyal customers than any other cosmetic line. That is a tribute to great products and great customer service. The best way to be a part of this successful legacy is to learn your products. The key is PRACTICE!

Plan to do either a:

- **Perfect Start by doing 15**
  or more faces in your first month of business at classes/parties and facials.

- **Power Start by doing 30**
  or more faces in your first month of business at classes/parties and facials. Or, if you choose do a:

  - A **class** (or party or show) has 3-6 people in attendance and each person present counts as a face.

  - A **facial** appointment can have 1 or 2 people in attendance, counts as one or two faces, and follows the same procedure as a class.

Do you know what to say to set up appointments?
See Orientation Part 2 pages in this binder for booking and other success tips
Mary Kay created the Pearls of Sharing program. It is a classic part of the Mary Kay Heritage. In your first month of business you can earn your pearls when you “Pass It On!” The incredible Mary Kay marketing plan has been studied in major universities and is considered an excellent example of the free enterprise system. Learn how it works.

Listen to Top 10 Reasons for a Mary Kay Business found on top of our unit home page at www.connierusso.com.

Win your Pearls of Sharing Earrings, Bracelet and Necklace!

How does this work? Watch or listen to your director explain the Mary Kay marketing plan at an event or meeting, at a one-on-one sharing appointment or on a 3-way conference call. Call your director to set up times.

Let them try the products first. We share with women who have familiarity with Mary Kay products.

Ask them this by text or phone: “Hi Sarah! With my new Mary Kay venture, I need a practice sharing the Mary Kay opportunity with 10 of the sharpest women I know to get their feedback. Even if you aren’t interested, it’s okay! Any chance you could donate 20 minutes of time to give me feedback on our company information.

Discuss with your director how she wishes to hold the appointments— in person or over the phone.

Book the time. Call people from your list and set up your appointments for facials/parties.

Before you chat or meet with your director, message her this, “Oh and before we meet can you watch a quick video on my directors website and submit feedback? You get a free gift for listening before we chat. Click “The Opportunity”
Start Learning

___ Do your homework as your time allows and receive Victory Vouchers.* (see Pink Pages)
   • Part 1 (General Information)
   • Part 2 (Products)
   • Part 3 (Skin Care Class Details) Complete this after you have had product and skin care class training

___ Observe 2-3 classes or facials with experienced consultants or directors. A guide of what to look for can be found in the Pink Pages. Local Consultants can observe local unit makeover events.

___ Listen to CD that comes in your Starter Kit.
   (By now your Starter Kit may have arrived.)

___ And ask your director for additional CDs or audio trainings that might be helpful to you. Many are found on our unit website at www.connierusso.com.

*What are Victory Vouchers? They are part of the incentive system used in our unit. Earn them by completing various business related achievements and cash them in for great prizes! Ask me :).
1. **Create a Workspace.**
   - Set up a work area in your home. Gather and organize office supplies such as stationery, stamps and pens, preferable at a desk near your computer.
   - Get shelving or a cabinet for storing products. The best place is nearest to where customers can easily be shown things and to where you can easily load and unload your vehicle for appointments.
   - You may conduct business in your clients' homes or yours. In your own home, arrange to do appointments in a pleasant, well lit area free from distraction if at all possible.

2. **Sign up for your Personal Website through Mary Kay.**
   - This provides a current shopping place for your customers. Sign up at www.marykayintouch.com.
   - $30 for first year!

3. **Get your Money Affairs in order.**
   - Opening a separate checking account for your Mary Kay business. **DO NOT** put “Mary Kay” on your checks
   - Apply for a Mary Kay chase credit card.
   - Apply for a ProPay Account so customers can pay with credit card.

4. **Order a Business supplies.**
   - Purchase supplies for conducting classes and facials including:
     - Pens
     - Hair clips or head bands
     - 12+ washcloths (or you can use Mary Kay disposable cloths)
     - Cotton balls or cotton pads
     - Q-tips
     - Sponge wedges (optional)
     - Take note of supplies used by consultants at classes/parties you observe.

5. **Submit your first Weekly Accomplishment Sheet.**
   - This helps you to keep track of your business. You can find a pdf interactive weekly accomplishment sheet (or excel version) on our unit website at www.connierusso.com under the business management page.

**NOTE:** a list of contents coming in your Starter Kit is available on InTouch under Education, and then Starter Kit. Other needed supplies are available in Section 2 of the Consultant Order Form. These are usually ordered with your first wholesale product order.
START SOMETHING Beautiful!

STARTER KIT CONTENTS

RETAIL-SIZED PRODUCTS AND SAMPLES
- TimeWise® Age Minimize 3D™ 4-in-1 Cleanser (Normal/Dry)
- TimeWise® Age Minimize 3D™ 4-in-1 Cleanser (Combination/Oily)
- TimeWise® Age Minimize 3D™ Day Cream SPF 30 Broad Spectrum Sunscreen (Normal/Dry)
- TimeWise® Age Minimize 3D™ Day Cream SPF 30 Broad Spectrum Sunscreen (Combination/Oily)
- TimeWise® Age Minimize 3D™ Night Cream (Normal to Dry)
- TimeWise® Age Minimize 3D™ Night Cream (Combination to Oily)
- TimeWise® Age Minimize 3D™ Eye Cream
- Mary Kay® Translucent Loose Powder
- Mary Kay® Oil-Free Eye Makeup Remover
- Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15* in Very Light, Light-to-Medium, Medium-to-Deep, Deep and Very Deep
- Satin Hands® Pampering Set in White Tea & Citrus
- Mary Kay® Ultimate Mascara® in Black
- Blue Eyes Look Cards (10)
- Hazel/Green Eyes Look Cards (10)
- Brown Eyes Look Cards (10)

LITERATURE AND EDUCATIONAL MATERIALS
- Welcome Card
- Date Book
- Skin Care Party Flip Chart Pages With Binder
- Laminated Place Mats (4)
- Sales Tickets (30)
- Customer Profiles (30)
- Start Something Beautiful® Magazine
- Skin Care Party How-To Note Card
- Miracles Happen Book
- Ready, Set, Sell! Inventory Options for New Independent Beauty Consultants Brochure
- Steps to Success Brochure
- The Look Catalog (10)
- Laminated Place Cards (4) and Laminated Satin Hands® Pampering Set Instructions for Use Card (1)

TOOLS
- Starter Kit Bag
- Face Cases (4)
- Disposable Trays (30)
- Disposable Facial Cloths (30)
- Dry Erase Markers (4)
- Disposable Mascara Sample Wands (30)
- Disposable Sponge-Tip Applicators (30)

*Plus applicable sales tax and shipping
Proven Success Tips For Building and Maintaining a Great Business!

Our company is apart from all the others. Apply the following proven success tips to build a lasting business.

1. Always look and act professionally. It is suggested that you wear dresses/skirted suits to all Mary Kay meetings, trainings, and interviews. If you haven’t already, start wearing all of the products right away. Is it time to get a new hairstyle? A good rule of thumb: When you are representing the Company, look like it.
2. Attend as many sales meetings and all Mary Kay events as possible. The training and inspiration you will receive is essential to your success and maintaining your positive attitude.
3. Tell everyone what you are doing. Share openly the product and the opportunity.
4. Never share negativity. Your attitude determines your altitude! Never put down another consultant, unit, company, or product.
5. Get in the habit of working everyday. Consistent daily activity is the real Key to Success.
6. Win everything you can!
7. Make it your goal to get everyone to use a Skin Care system. Skin Care is the backbone of our business and is what made Mary Kay #1 for so many years.
8. Never break a Basic Skin Care for a new customer.
9. It is important that you set up a Second Facial date at the time each basic is sold. The second facial is the single most important customer service we provide. Make sure you understand this. Ask your director.
10. Take good care of your basic customers. Keep them separate from your “color cosmetics only” customers. Use profile cards to track what your basic customers purchase and all contacts made to them. Call basic customers in: 2 days to check on progress, 2 weeks see them for their second facial and check progress (usually at a class) and 2-3 months to check on progress and to supply reorders.
11. Enroll your customers in the Preferred Customer Program (PCP). It is a company managed mailing program available through Intouch.
12. Customers should be contacted every 60-90 days (in writing or verbally by phone or in person) to retain them. If you are servicing them, they remain yours in most cases. We respect the Golden Rule. Although we don’t take each others customers, if lack of contact goes longer than 6 months, another consultant could service them.
13. You may sell products to anyone at your class; however, if the person already has a regular consultant, do not retain her in your customer file unless she is a special friend or relative of yours and you have discussed it with your Director. Please contact your Director about all situations you come upon so that she may advise you.
14. Please don’t touch your clients’ faces. You could be violating cosmetology licensing laws and the client will feel more confident if she applies the products herself.
15. Remember to always invite customers to Mary Kay events. This helps to teach them additional product knowledge and makeup tips. See “What to bring to Makeover Nights.” RSVP to your directors about guests you are bringing. Always watch for emails about meeting details.
16. Have product on hand for on the spot delivery. Don’t make customers wait for their products or you may lose their future business.
17. Be a Star Consultant every quarter! See brochure that came in your Starter Kit.
18. Never buy products from another consultant. We are not permitted to do this as it violates terms of your agreement with the company. Also, the company discourages trading, borrowing or loaning products to other consultants.
19. Return all communication within 24 hours. When calling anyone (consultants or customers), always ask first, “Do you have a minute?” or “Is this a good time?”
20. Always ask for referrals for facials and customers. Satisfied basic customers are the best sources for new potential customers.
21. Use no written advertising except through business cards, facial boxes, fish bowls, etc. without special permission from the company. And of course, no selling of products in retail sales establishments (e.g. salons, etc.).
22. Follow Mary Kay Facebook/Social Media guidelines when posting to your personal page. (see enclosed guidelines)
23. Turn in your Weekly Accomplishment Sheets every week on paper or by email. You can find PDF or EXCEL version on unit website www.connierusso.com under business management.
24. Plan to complete your New Consultant Training over the next few weeks by attending local training sessions or if you are not local, by listening to recordings. Learn about the products, how to hold facials and classes, how to set up and manage a Mary Kay office and how to build a Mary Kay team.
Orientation - Part 2

The following pages are included to reinforce information presented in the previous pages.

Read these on your own.

ASK QUESTIONS!!

ORIENTATION HELPS NEW CONSULTANTS

Feel welcome and at ease
Learn basic information
Understand the company
Begin the training process
Booking and Coaching

You must practice on lots of people to really master the skills necessary to become a successful consultant. The more faces you do, the better. So don’t pre-judge. Everyone is a candidate! Plan to do both classes/parties (3+ attendees) and individual or double facials (1 or 2 attendees). Have fun and remember the key to booking is the right attitude. Act with confidence, be sincere, believe you can do it, believe in the product, and know you are doing a service. Spend your time with positive people. Develop the ability to get people excited!

- Make a list of everyone you know, including friends, relatives and acquaintances. Use A-B-C list in pink pages.
- Decide exactly which day you would like to have your first class/launch party and begin now to get definite dates from your hostesses. Once the classes are booked with dates and times set, give the names, phone numbers, and dates to your recruiter. The recruiter can call and confirm each of them to insure that they hold.
- Learn the Second Facial booking approach used in our unit. Learn how to avoid postponements and cancellations. This is vital to your business. You work by appointment just like other professional people.
- Start booking by selecting the sharpest people on your list (usually from the A list) and call them first.

Below is the approach you should use in scheduling your first eight to ten classes.

“Hi Sarah, this is Linda…(chat for a few seconds). Let me tell you why I’m calling. I have just become a Mary Kay Beauty Consultant, and I am so excited about it. I am in the training phase right now. One of the most important parts of my training is scheduling and holding my first classes/parties starting the week of __________. (Don’t stop talking at this point; keep going). It is strongly recommended that we be very selective about our first hostesses. You know Sarah, I thought of you right away! Tell me, is there any reason why you couldn’t be one of my first? I think you would be great. All you have to do is invite 3 or 4 friends over to your house, serve them coffee, and I will do the rest!”

The last sentence can be changed if desired to “All you need is you plus two.” It is important to say this is in continuing statement. You don’t stop talking until the last statement. Put the emphasis on that you are in training. You have sincerely complimented her, and with these three factors working, most of the time, you will get a yes answer and date set.

It is probably a good idea to point out that since you are in training, you need to practice on people. You are asking her to do you a favor and help you out by being a hostess.

Or you could say:

“Hi Mary, this is Sue! I’m going to be teaching skin care classes for Mary Kay Cosmetics, and I’m so excited. We have the most fantastic skin care and color program. My week is really filling up, and I do not want you to miss out on your complimentary facial. Which is better for you, the beginning or the end of the week? Daytime or evening? Tuesday or Thursday? 7:00 or 7:30? By the way Mary, it is just as easy for me to do five or six guest at once as it is one, so, is there any reason why you couldn’t share your facial appointment with a few friends? Great! I’ll be calling you in a couple of days to get the names and numbers of the ladies attending.”
Or you could say:

“Hi Mary, this is Sue! Have you got a minute? I’m so excited! I have just started a new job! I am a new skin care consultant with Mary Kay Cosmetics. Mary, I called you for two reasons. First, I really need your help, and I would appreciate your opinion of our product. And, as part of my training, I must hold 5-8 skin care classes/parties. Is there any reason you could not invite 4 or 5 friend into your home for a free, complimentary facial? I’m scheduling my classes to being the week of __________. Which is best for you, during the day or in the evening? Tuesday or Wednesday?

- **You will find that the best hostesses are those who are already on Mary Kay Skin Care products before they have their class.** They will be more excited about the product and will enthusiastically invite their guests. Facial your first hostesses either privately or in a group in your home before their classes. If they do not take the basic with them, see that they get basic samples to try before their actual class.

- **Have your hostess materials ready.** Decide on a hostess credit program such as the one suggested in the company hostess brochure. Include a Beauty Book, Look Book and sales tickets for outside orders.

- **Warm Chatter Booking** - This refers to scheduling ladies you come in contact throughout your normal daily activities (shopping, banking, etc.). Mary Kay said to uses the “THREE FOOT RULE”... that is, talk to everyone who comes within three feet of you, develop a polite, tactful technique, such as giving a lip color sample stapled to a business card and saying, By the way, this is for you.” as you hand your card. If there is interest, ask for her name and number. Don’t forget to follow-up. Other examples include:
  - “Hi, may I ask you something? (Always ask permission). Have you had your complimentary Mary Kay facial/party? (No, I haven’t). I don’t know how we missed you; we are trying to facial everyone in the area. If you will fill out this card for me, I will see that you get your makeover/pampering session. Here is my name and number.” This is so easy. Keep your datebook filled this way! OR
  - “Excuse me. You may think I’m crazy, but you have beautiful skin. What cosmetics do you use? I noticed you right away because I teach skin care for Mary Kay Cosmetics. Have you ever tried it? Part of our job is to give free facials to women in this area. I’d love to be the one to give you yours. Here is my card.” Get her number and a date set up if possible.

- **Schedule your first appointments with people you want to build a future team.** Keep alert for potential recruits you meet at your classes. Mary Kay says, “Many a race is won at the starting gate!” Let your Director know about anyone you have in mind as a possible team member.

- **Coaching** - Simplicity is the key. Use a clear and simple hostess credit program. It should be in written form so everyone understands it. We recommend no more than 5 guests plus the hostess, but have her over invite by at least two. Tell her to keep refreshments light, explain what will be happening. Ask her to have outside orders. Sound excited and get her excited. Coaching is very important! If you do not properly coach your prospective hostess, you have just fired your business partner. Good coaching leads to successful classes.

- **Build a portfolio of before and after photos.** You can use your cell phone camera to take pictures and text the photos to your client. Also, you can have them printed and build an actual before and after photo book to show others. Ask Director for details.

- **Learn to overbook.** Book eight classes/parties a week to hold five. Book five classes a week to hold three.
Don't forget these people!

Your immediate family, in-laws, cousins, neighbors, friends, and work associates. And what about the person...

...from your old job? ____________________________
...from school or college? ____________________________
...from your favorite hobby? ____________________________
...from your child's activity? ____________________________
...from your church? ____________________________
...from whom you rent? ____________________________
...from community activities? ____________________________
...to whom you sold a house? ____________________________
...who is your child’s teacher? ____________________________
...that you met through a friend? ____________________________
...who helps you at the cleaners? ____________________________
...that you met on vacation? ____________________________
...who checked your hotel? ____________________________
...who gives your child lessons? ____________________________
...who cuts your hair? ____________________________
...who fills your prescriptions? ____________________________
...who is the secretary at your work? ____________________________
...who sells your clothes? ____________________________
...who sells you shoes? ____________________________
...who sold you your glasses? ____________________________
...who is the waitress when you go out? ____________________________
...the last person to give you great service? ____________________________
...who sells baskets? Candles? ____________________________
...who lives near you? ____________________________
...who is your bank teller? ____________________________
...who was your nurse? ____________________________
...who is your cleaning lady? ____________________________
...who you met at a store? ____________________________
...who was the bride you knew? ____________________________
...who works as a receptionist? ____________________________
Tips for a Successful Start

- Book classes/parties, not just facials (groups vs. individuals) to make the best use of your time.
- Ask 5-8 friends, relatives and co-workers to be hostesses of your first classes/parties. Give your director a list of names/phone numbers and dates of 5-8 classes scheduled in the next 2 - 4 weeks receive Victory Vouchers (see Pink Pages) Your recruiter or director will call and thank your hostesses ahead of time.
- Your director and recruiter can help you select a reasonable starting date; however, a good rule of thumb is one week—10 days to 2 weeks from the day your place your order.
- Try to have each of your first hostesses facialed and/or on the basic before her class/party. The appointment will go smoother if she is familiar with the product. Also, it gives you valuable practice to do a few facials before your actual classes begin.
- Make a plan to have product (inventory) to deliver on the spot. Be a Star Consultant every quarter. The Star Consultant program is the Company Quarterly Ladder of Success Contest. Winners receive valuable prizes and are recognized as guests of honor at our Quarterly Awards Event. The (wholesale) levels are:
  
  $1800 = Sapphire ★  $2400 = Ruby ★★★ $3000 = Diamond ★★★
  $3600 = Emerald ★★★ $4800 = Pearl ★★★

Make a Professional Phone Message

The following is a suggested script for a clear, sharp, concise phone message: Practice several times with a BIG smile and sound EXCITED! No one wants to hear a sad message!

“Hi! You have reached the home office of ___________________, (your name) Independent Consultant with Mary Kay. I am not available right now, however, please leave your name, number, and a brief message. I’ll get back to you as soon as possible! Thank you for your call and have a great day!” OR

Thank you for calling __________________ (your name), Beauty Consultant with Mary Kay. Please leave your name and number and I’ll return your call as soon as possible. Thanks and have a great day!

You may choose to add information about special offers you have for purchases and/or bookings.
Dress for success

Our company founder asked two things of us: 1) Never break a skincare set & 2) Always wear a skirt or dress to all MK company appointment and/or events!

<table>
<thead>
<tr>
<th>Career Level</th>
<th>What to Wear?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultant</td>
<td>Professional skirt or dress, black or neutral hose, dress shoes &amp; company logo pin</td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>Same attire as Consultant with Senior consultant enhancer pin</td>
</tr>
<tr>
<td>Star Team Builder</td>
<td>Black skirt, white blouse, company Red Jacket, black or neutral hose, dress shoes, &amp; Star Team Builder enhancer pin</td>
</tr>
<tr>
<td>Team Leader</td>
<td>Same attire as Star Team Builder with Team Leader enhancer pin</td>
</tr>
<tr>
<td>Future Director</td>
<td>Same attire as Team Leader with Future Director Scarf &amp; enhancer pin</td>
</tr>
<tr>
<td>Director-In-Qualification</td>
<td>Same attire as Future Director with Black blouse &amp; enhancer pin.</td>
</tr>
</tbody>
</table>

Take Pride!

Take pride in your appearance and the way your starter kit and mirrors look! Make sure everything is clean! Give yourself a checkup to see if there are any improvements you need to make to your professional appearance:

⇒ When was the last time your hair was done?
⇒ What is the condition of your nails?
⇒ Is your car clean inside & out?
⇒ Is your makeup professional & classy?
⇒ Are your papers in a mess?

Your pins are a representation of your incredible accomplishments in your business and should be worn with pride! However, be careful not to overdo it. Too many pins adorning your lapel can look cluttered and distasteful. A good rule of thumb is no more than 3 pins, including your logo pin with its enhancer.
Have you ever noticed that the right clothes make you feel good about yourself? It’s a fact. When you look great, you feel great! And when you feel great, you do your best. Did you know that the way you feel about yourself has a direct bearing on your attitude? And that your attitude has a direct bearing on how you relate to people. This is so important to you, because as a Mary Kay Beauty Consultant your business is not just cosmetics. You’re in the people business too! If you feel comfortable about your appearance, you can concentrate on serving your customers.

In his best selling book, The Women’s Dress For Success Book, John Malloy surveyed corporate executives across America who indicated pants were not appropriate “business” attire. Malloy also administered a “twin test” in which two women were pictured each in a version of a blazer suits, one with a skirt, one with pants. Respondents were asked which twin was smarter, earned more and has a better education and job. The results indicated that the majority picked the women in the skirt.

Schedule time to take a good, long look at your wardrobe. Take everything out of your closet. How many of those things no longer fit? How many of those colors are still fashionable? How about your blouses? How many years have you had them hanging there hoping they would come back in style? Even if they did, you probably wouldn’t want to wear them. Perhaps now is the time to remove these items and update your wardrobe. This closet cleaning will make room for your new look, a seriously successful career woman! And being taken seriously is the KEY TO SUCCESS.

DON’T JUST MAKE AN APPEARANCE, MAKE AN IMPRESSION!!

MARY KAY IMAGE CHECKLIST

GROOMING
- Hair...neat, professionallystyled, clean
- Face...wear the product!! You must have credibility as a consultant. Do not go to an appointment or meeting without touching up. Always carry a compact with mirror, powder, a lipstick, and mascara.
- Nails...neat and polished

CLOTHING
- Dresses or skirted business suits. Pants are not suggested for any Mary Kay activity unless previously specified by Director. It is suggested that you wear a black suit with white blouse to all Mary Kay events. It’s a great “uniform.”
- Shoes should be clean and stylish with heels in good condition.
- Boots should not be work to Mary Kay functions unless it is a fashion boot.
- Carry a professional brief or tote containing datebook and sales and recruiting literature.
- Your purse should be professional (Try not to carry bags of papers, etc.)
- Wear your Mary Kay pin.
- Your coat, which is really your first clothing impression, should be business like and professional.

CAR
- It’s so important to keep it clean!

ETIQUETTE
- No smoking at Mary Kay functions.
- No alcoholic beverages served at Mary Kay functions.
- Keep your words positive an professional at all times.
- Keep your telephone voice enthusiastic.
- Avoid private cell phone use during events.
I. Act the Part of a Professional Mary Kay Consultant
   A. As a consultant, you reflect the highest professional standard of integrity, honesty and responsibility in dealing with clients or business associates.
      1. Live the Golden Rule and the Go-Give spirit
      2. Be on time and organized
      3. Be a good listener. When engaged in conversation, give the person your undivided attention. (Remember Mary Kay’s message to make everyone feel important!)
      4. Leave your problems at home. You clients don’t need to know what went wrong today.
      5. Refrain from blaming others or making derogatory remarks about other product lines.
      6. Keep your cell phone and Ipads off/muted during facials and events.
   B. Create strong relationships with your clients - genuine sincerity in this business is crucial!
      1. Stock your shelves to service you client base.
      2. Honor the Mary Kay satisfaction guarantee at all times!
      3. Offer follow-up facials and skin care classes to clients and potential clients.
      4. Call clients on a regular basis to see how they’re doing.
      5. Make sure the information you give to your clients is correct. If you don't know the answer, let your client know you'll get back to her with the information - she'll respect you for it!
   C. Develop self-confidence and a positive attitude.
      1. Believe in yourself, your product, and your career opportunity. If you don't believe in yourself, you can’t expect other to believe in you.
      2. Be happy! Your actions and attitude must make others comfortable and eager to know more about you and your success.
      3. Look at mistakes as opportunities for growth.
      4. Don’t allow others to place obstacles in the way of your dreams or let challenges spoil your day.

II. Look the Part of a Professional Consultant
   A. The only way potential clients will buy your products is if they will first buy you.
      1. Always look alive and alert! When you don’t feel like smiling, smile anyway!
      2. Walk energetically. The business energizes you!
      3. Always have business cards handy. Exchanging business cards should never be an after thought.
      4. Let others see the benefits of a Mary Kay career in you. You want people to say, “I want what she has!”
   B. Make it a habit to do a 30-second detail check before meeting someone or walking into a room.
      1. Is your hair in place?
      2. Is your makeup appropriate?
      3. Is your clothing in order?
      4. Is your hosiery snagged or run?
      5. Are your shoes in good condition?
      6. Once you’ve completed your detail check, you know you are presenting the appropriate visual image!
Why We Don’t Break the Basic Skin Care Set

The statements below were written originally with respect to the previous Classic Basic Skin Care Set, however, they also apply to all of our skin care lines. We never break a basic for a new customer.

1. No one should put anything on her face without first **cleansing** the skin. Cleanliness is the most important part of any skin care program. Therefore, the cleanser is the first part in our skin care program. It must be used to break down the foundation and oils and thoroughly cleanse the skin. If only the foundation is being used, her skin may become blotchy without cleanser and other steps of the skin care.

2. The **mask** formulas are designed to slough off the dead skin cells and remove the build up of sebum. The twice weekly suggested use of the mask coincides with the natural sloughing of dead skin that occurs every 3-4 days. When a customer notices that her foundation is turning “orangy,” you can almost be certain that she is not masking properly. Her foundation may also begin to separate or clump together. This is also due to infrequent masking. (This is the main problem that TimeWise corrected because the cleanser does three steps in one— cleanses, exfoliates and tones.) With the TimeWise Repair system there is chemical exfoliation in the Night Cream through Retinol.

3. Why is the **freshener** important? It prepares the surface of the skin so that the foundation glides on smoothly and adheres properly to the skin. The freshener also removes the residue of cleansing, tightens the pores and hair follicle openings and makes these openings appear smaller.

4. **Moisturizers** help to prevent the loss of elasticity and moisture from the skin’s protective layer, as they restore the skin’s optimum moisture balance.

5. **Foundation** - Foundation protects our skin from the elements and moisturizes, however it will not adhere properly or look as nice if you are not using the skin care program completely. The foundation may function beautifully for a few days after a facial, but then it will start to stick, streak, and blotch if a complete skin care is not used.

Mary Kay has been recognized as the best selling brand of facial skin care and color cosmetics in the U.S. One of the reasons that Mary Kay is so EXCEPTIONAL and so well liked is because of state of the art developing and testing and we teach our customers how to use it correctly. If we “break the basic“ the customer will be disappointed with the product before she even starts to use it all together. The truth will be that she hasn’t used it properly or didn’t have a complete system and may not notice any difference. Remember that we have a 100% customer satisfaction guarantee, but that guarantee is meaningless unless the customer is using the products as instructed. It is our obligation as consultants to teach a complete skin care system so that the guests at the class/party will understand why the products are used together and, therefore, sold together. Remember, every woman is coming to the makeover for fun, education, and hopefully will leave with her new and perhaps her first complete skin care program. We want her to be happy and get the results we know she is looking for. It is our responsibility to ourselves and to Mary Kay Cosmetics that our customers are using their Skin Care Program correctly and LOVING IT!!!
The following article provides answers to some of the most common questions the Company receives about its recommendation that Consultants not touch customers.

Q. What is the Company’s position on Consultants performing hands-on facials for customers?
   - Although Consultants use the expression “giving a facial,” in reality Consultants instruct and guide customers in applying Mary Kay products themselves. From a practical standpoint, it is important that customers learn during the skin care class or facial how to use the products so they feel confident about repeating the process on their own at home.
   - There are also many legal reasons why the Company strongly recommends that Beauty Consultants NOT touch customers. In many states, the practice of cosmetology is defined as “application of cosmetic preparations to the face, hands or body by means of the hands or mechanical device.” (Brushes and other applicators are considered “mechanical devices.”) The practice of cosmetology usually requires a license, which can be expensive and require numerous hours of schooling to obtain. The fines for practicing cosmetology without a license can be steep, as an unfortunate Consultant in one state recently learned when she was fined $1,500 for physically applying cosmetics to her customers.
   - Because laws governing the practice of cosmetology vary from state to state and because the Company wants to ensure that ALL customers have the opportunity to learn how to use Mary Kay products themselves before they buy, we have always maintained the philosophy that Consultants not touch their customers.

Q. I am a licensed cosmetologist. Is it OK for me to touch my customers?
   - When you are demonstrating Mary Kay products, we ask that you NOT touch your customers even though you may be qualified as a licensed cosmetologist. The reason for this is that it may cause confusion among your customers. They may assume ALL Mary Kay Beauty Consultants touch their customers, which is contrary to our marketing plan. Regulatory authorities may get the wrong impression as well. Also, because physically applying cosmetics to customers is an activity outside the authorized Mary Kay marketing program, you might be exposed to some personal legal liability if a customer claimed some type of injury from your application.

Q. I’ve heard that it’s OK to touch sister Consultants when demonstrating color techniques, etc. Is this true?
   - Again, this practice is NOT recommended as it is not in accordance with our marketing plan and it causes customer confusion. It should also be noted that cosmetology boards jealously guard their practice. If they get the wrong impression about the activities of Mary Kay Beauty Consultants through the actions of one, they could seek legislation to restrict the free sale of products. We strongly recommend that you protect your right to do business by respecting cosmetology laws.

Q. What about Directors touching customers of Consultants when demonstrating for training purposes?
   - We feel that touching under any circumstances should be avoided. In the case of training situations, it is especially important that new Consultants learn to demonstrate products in accordance with the marketing plan, this is by NOT touching. Further, many training events feature Consultants from a wide geographical area. While touching may be legally permitted under the laws of the state in which the training takes place, it may not be in the Consultant’s home state. To avoid any confusion, misunderstandings or regulatory action, we recommend that no touching take place at training events.

Q. Is it OK to touch a customer if she first gives me permission to do so?
   - Permission from a customer is not a guarantee against possible legal liability in case of an injury. Also, we have seen instances where cosmetology boards send investigators to skin care classes for the express purpose of trying to uncover whether cosmetology laws are being violated. In at least one instance we know of, a cosmetology board “agent” was very persistent in attempting to have the Consultant apply the products for her. Fortunately for the Consultant, she tactfully refused. The agent later told the Consultant that she had “passed the test.”

Q. If cosmetology laws are so strict, how do salespeople in department store cosmetics departments get away with touching customers?
   - We are not in a position to determine whether individuals in these situations are in compliance with local cosmetology laws or not. But we ARE concerned about protecting you and your right to do business. WE feel that they very best way we can help you is to recommend that NO TOUCHING take place in connection with the demonstration and sale of Mary Kay products.
Goal Setting and Striving

“ANYTHING THE MIND CAN CONCEIVE AND BELIEVE, IT CAN ACHIEVE.” Goal setting is crucial to the success you want to achieve in Mary Kay and any other aspect of your life. When you have a goal, you get what you want. But without a goal, you take whatever you get. With a goal, you become the master of your circumstances. It is the lack of a goal that should be feared rather than missing the target. GET IN THE HABIT OF SETTING GOALS!!

TO SET A GOAL…….
- Decide what you are willing to give up to achieve that goal (e.g. one night a week, a ceramics class, etc.)
- Visualize having achieved the goal in your mind (describe in detail, picture yourself a winner, crowded out the negativity).
- Work - take action! (Without this, nothing will happen…the first three are useless). Have a plan for each day, each week, each month. Are you really working for what you want to attain?

IN ORDER TO BE A GOAL IT MUST…….
- Be specific (e.g., I want to earn $300 a week - don’t just say “I want to make money”).
- Be written down (keep a dream book beside your bed or keep a list at your desk).
- Be attainable, but cause you to stretch (make the goal high, not comfortable). Your dream book can help you to plan out the details.
- Have a set time limit (“I want to earn the car by June.”)

TO HELP YOU STAY ON TRACK…….
- Make a goal poster or “vision board.”
- Include your family in goals (get them involved in helping you set them).
- Never waste time, just get busy.
- Don’t be afraid to announce to people what your goals are.

TWO TYPES OF GOALS…….
- Short term - day, week, month, (e.g. I’ll make 10 customer calls today, I’ll do 2 classes by the end of next week…)
- Long range goals - 2 years, 5-10 years. This should scare you! (e.g., director in a year.)

SET GOALS FOR…….
- Spiritual life…family…career…community…financial…health…self-improvement

YOUR FIRST GOALS IN MARY KAY SHOULD BE TO…….
- Be a Star Consultant (earn your Ladder of Success - sell $30-$50 a day).
- Complete your Perfect Start Programs (be sure to overbook).
- Get your first team member (begin to share your opportunity right away)

WHAT KEEPS US FROM REACHING OUR GOALS?
- Don’t want it enough or not willing to give up what it takes to achieve it.
- Don’t have clear enough understanding of the steps or how to break it down ask your Director!!!
- Not consistent in pursuing it. Not doing the steps you know.
- Use excuses that keep you from achieving.
- Unable to delegate tasks to manage time effectively (house, kids, etc.).
- Failure to check progress of goal regularly.
**Steps to Success**

**The Career Path**

**National Sales Director**
- **Bonuses**
  - $$$ Commission $$$
- **Yearly Awards**
- Luxury World Trios w/husband
- Family Security Retirement Program
  - **WEAR:** Custom National Sales Dir. Suit

**Senior – Elite Executive**

**Senior Sale Director**
- Offspring Sales Director
  - $$$ Bonuses $$$
  - 13-16% Commission
- **Yearly Awards**
- Luxury World Trips w/Husband
  - **WEAR:** Custom Sales Dir Suit

**Sales Director**
- 24+ Team Members
- 13-26% Commission
- $Bonuses$
- Free Life Insurance
- Luxury World Trips w/husband
- Sales Director Enhancer
  - Unit Club Circles and Rewards
  - Eligible for Director Cars (Cadillac)
  - **WEAR:** Custom Sales Dir. Suit

**DIQ (Director in Qualification)**
- 10-24 Team Members
- 9—13% Commission
- Leadership Training w/Director
  - **WEAR:** Red Jacket, White Blouse & Black Skirt, Future Dir Scarf

**Future Director**
- 8+ Team Members
- 9-13% Commission
- Eligible to start DIQ process
  - **WEAR:** Red Jacket, White Blouse & Black Skirt, Future Dir Scarf

**Team Leader**
- 5+ Team Members
- 9-13% Commission
- Eligible to go on-target for car or $375 cash
  - **WEAR:** Red Jacket, White Shirt & Black Skirt

**Star Team Builder**
- 3—4 Team Members
- 4% Commission
- $50 Rebate on Red Jackets
- $50 Bonus on new qualified team members
  - **WEAR:** Red Jacket, White Shirt & Black Skirt

**Senior Consultant**
- 1-2 Team Members
- 4% Commission
  - **WEAR:** Black Suit with White Blouse

**Independent Beauty Consultant**
  - **WEAR:** Black Suit with White Blouse
<table>
<thead>
<tr>
<th><strong>MK Career Path</strong></th>
<th><strong>Benefits &amp; Rewards</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales Director (24 plus)</strong>&lt;br&gt;WEAR: Custom Sales Directors Suit</td>
<td>9-13% Team Building Checks&lt;br&gt;13% Director Checks&lt;br&gt;10% Monthly Unit Volume Bonus&lt;br&gt;Sales Director Enhancer&lt;br&gt;Free Life Insurance&lt;br&gt;Leadership Training w/NSD’s&lt;br&gt;Top Sales Director Trips&lt;br&gt;Unit Club Circles and Rewards&lt;br&gt;Eligible for Director Cars including Pink Cadillac</td>
</tr>
<tr>
<td><strong>Future Director (with 8)</strong>&lt;br&gt;WEAR: Red Jacket, White Blouse &amp; Black Skirt&lt;br&gt;Future Director Scarf&lt;br&gt;DIQ (Director in Qualification)&lt;br&gt;WEAR: Red Jacket, Black Blouse &amp; Black Skirt&lt;br&gt;Future Director Scarf</td>
<td>9-13% Commission Checks&lt;br&gt;Future Director Enhancer&lt;br&gt;Leadership Training w/Director&lt;br&gt;Eligible to start DIQ process&lt;br&gt;Eligible to qualify for use of Career Car or $375 Cash with 14+ active and $18,000 production requirements met in a 1-4 month period.</td>
</tr>
<tr>
<td><strong>Team Leader (with 5)</strong>&lt;br&gt;WEAR: Red Jacket, White Blouse &amp; Black Skirt</td>
<td>9-13% Commission Checks&lt;br&gt;Team Leader Enhancer&lt;br&gt;Eligible to go on-target for use of Career Car or $375 Cash</td>
</tr>
<tr>
<td><strong>On-Target Red Jacket (with 2)</strong>&lt;br&gt;WEAR: Black Suit with White Blouse</td>
<td>4% Commission Checks&lt;br&gt;Red Jacket Order Form</td>
</tr>
<tr>
<td><strong>Senior Consultant (with 1)</strong>&lt;br&gt;WEAR: Black Suit with White Blouse</td>
<td>4% Commission Checks&lt;br&gt;Senior Consultant Enhancer</td>
</tr>
</tbody>
</table>
Mary Kay Ash believed in praising women to success and providing Cinderella prizes for accomplishments!

As a New Consultant:
A New Consultant Prize Booklet is provided with this binder. Notice that you can earn lots of prizes and vouchers as you complete activities as you get ready to begin your Mary Kay business. Completed activity pages can be turned in at the registration desk at the local meetings. Out of town consultants can mail theirs to Connie Russo at 107 Quince Court, Hollidaysburg, PA, 16648. What can you get with Victory Vouchers? Lots of items are available, including business supplies and jewelry. Ask me or check email monthly for monthly challenge with details!

Daily:
Keep your director posted on your selling, booking and team building activities. Often you are entered into a drawing for a prize.

Weekly:
Complete and turn in your Weekly Accomplishment Sheets on paper or use interactive PDF document found on unit website (www.connierusso.com). You will learn how to complete these in your Business/Office/Money Management Training Class. You receive Victory Vouchers for various activities. Ask for the latest Victory Voucher “rules” or see your monthly challenge emailed monthly.

Monthly: (from your Director):
Complete and turn in a Monthly Challenge sheet every month. Consistent 30 Face Challenges (100 in 3 months is great!). This and more has proven to reap long-term quality benefits for MANY consultants. Our current monthly challenge is doing Faces, $100 Days, Interviews, and wholesale orders. Monthly challenge is emailed out 1st of each month. Achieving monthly goals gets you great prizes! Ask about our Great 8 Club!

Quarterly: (from the company and your Director)
3 month quarters run, for example, from June 16th to September 15th
The Star Consultant levels are $1800=Sapphire, $2400=Ruby, $3000=Diamond, $3600=Emerald and $4800=Pearl
You earn or receive:
- Your Star Consultant Ladder pin and gemstone based on your wholesale orders and recruiting.
- Great prizes from the company based on your Star Consultant level. (check out prize flyer in packet or view on www.marykayintouch.com.
- Recognition in the Unit Newsletter and at success events
- Participation in local Star Recognition event
- Recognition at Seminar for consistent Star Consultant activity

Yearly: (from the company and your Director (Seminar Year runs July1-June 30)
You can win amazing (Gold and Diamond jewelry) prizes for sales and team building efforts. Do the following:
- Order $36,000 retail ($18,000 wholesale). = National Court of Sales-- receive diamonds or other prize from company
- Order $20,000 retail ($10,000 wholesale). = Go Give Court of Sales-- receive prize from director
- Order $10,000 retail ($5,000 wholesale). = Russo Unit Court of Sales-- receive prize from director
- Get 24 Seminar Qualified Recruits = National Court of Sharing—receive Diamond Bee from company
- Get 10 Seminar Qualified Recruits = Go-Give Court of Sharing—receive prize from director

Have you ever said, “I Never Win Anything!”
That’s not true anymore!
• Actually you will be earning more than winning, but hang on to your seat as you cruise through your Mary Kay adventure receiving positive words and prizes for your actions.
• You can earn prizes and rewards as a new consultant and after that for daily, weekly, monthly, quarterly and yearly activities.
• Read the list below and the sections containing prize forms and brochures included in this binder.

Actually you will be earning more than winning, but hang on to your seat as you cruise through your Mary Kay adventure receiving positive words and prizes for your actions.
Are You ready to CRUISE?...

You may qualify as a Grand Achiever and drive your Chevy Malibu (or take a cash compensation -$375) in 1,2,3 or 4 months when you do the following:

♦ Go On-Target with a minimum 5 active and $5000 team wholesale production in one calendar month—THEN…
♦ Have team production of $23,000+ AND…
♦ Have 16 total ACTIVE personal team members

Other Important notes:
♦ You MUST have $5000 minimum team wholesale production each month during the qualification period from your personal wholesale and your unit recruits.
♦ You may contribute up to $5000 personal wholesale section 1 during the qualification period
♦ You must be ACTIVE

YOU COULD BE CRUISING IN YOUR NEW CAR in 1-4 Months!!!

We're excited to tell you that the Cruze comes with equipment upgrades you've never seen on a Grand Achiever car! Here are some of the features the Malibu has to offer: Chevy’s MyLink which connects most smartphones via Bluetooth and allows easy access to contacts and music. Additional connectivity includes voice recognition and streaming personalized radio stations like Pandora and Stitcher;

- Rear vision backup camera;
- Remote vehicle start;
- Driver and passenger illuminated vanity mirrors.
WHERE DO YOU FIT IN? WHERE DO YOU WANT TO BE? Mary Kay offers us her unique opportunity without quotas on time input or production. You know your situation better than anyone else, so look below at the levels of consultant activity, determine where you want to be with your career and let it work for you.

<table>
<thead>
<tr>
<th>LEVEL A - BUSY EXECUTIVE</th>
<th>TO GET TO THIS</th>
<th>DO THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time income</td>
<td>Hold 5+ classes per week (so book 10)</td>
<td></td>
</tr>
<tr>
<td>Pearl Star Consultant every quarter</td>
<td>Do consistent facials</td>
<td></td>
</tr>
<tr>
<td>On target Queens Courts of Sales and Sharing at Seminar. (Sales $36,000 retail per year, Sharing Court is 24 qualified)</td>
<td>You will probably do about 20 faces a week @ $50+ per face = $1000 in retail sales</td>
<td></td>
</tr>
<tr>
<td>Consistent 4-13% recruiting checks plus bonuses</td>
<td>You will sell about 12+ basics per week</td>
<td></td>
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<tr>
<td>Management, car very quickly</td>
<td>Will take about 3 months to build to about 100 customers (this includes the 20% loss)</td>
<td></td>
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<tr>
<td></td>
<td>Maintain reorder avenue of income</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maintain $4,000+ wholesale inventory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 interviews per week. Strive for 5+ guests to meetings or special events. Ask 25 to have 5 guests</td>
<td></td>
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<tr>
<td></td>
<td>This will be approximately 4+ recruits per month</td>
<td></td>
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<tr>
<td></td>
<td>Keep 20+ classes on your books over the next 2-3 weeks</td>
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<tr>
<td></td>
<td>About 40+ hours per week</td>
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<thead>
<tr>
<th>LEVEL B - FULL-TIME BENEFIT CAREER</th>
<th>TO GET TO THIS</th>
<th>DO THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time income</td>
<td>Holds 3+ classes per week (so book 6)</td>
<td></td>
</tr>
<tr>
<td>Emerald Star Consultant every quarter</td>
<td>Periodic facials (2-3 per week)</td>
<td></td>
</tr>
<tr>
<td>4-13% recruiting commissions plus bonuses</td>
<td>You will be doing about 12+ faces per week…@$50+ per face = $600-$800+ week in retail sales</td>
<td></td>
</tr>
<tr>
<td>On target Queens Courts for sales and recruiting</td>
<td>Strive to sell 8 basics a week</td>
<td></td>
</tr>
<tr>
<td>Management in 6 months (optional)</td>
<td>Will take about 4-5 months to build a customer base of 100</td>
<td></td>
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<tr>
<td>Car</td>
<td>Reorder business</td>
<td></td>
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<tr>
<td></td>
<td>3 interviews per week (strive for 2-4 guests to every meeting)</td>
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<tr>
<td></td>
<td>You will recruit 2-4 recruits per month</td>
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<td></td>
<td>Maintain $3,600 inventory</td>
<td></td>
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<tr>
<td></td>
<td>Work about 25 hours per week</td>
<td></td>
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<tr>
<td></td>
<td>Keep 15+ classes on your books over the next 2-3 weeks</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>LEVEL C - PART-TIME CAREER</th>
<th>TO GET TO THIS</th>
<th>DO THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part to full-time income</td>
<td>Hold 2 classes per week (book 4)</td>
<td></td>
</tr>
<tr>
<td>Ruby Star Consultant every quarter</td>
<td>1-2 facials per week</td>
<td></td>
</tr>
<tr>
<td>4-13% recruiting commissions plus bonuses</td>
<td>You will be doing about 8 faces per week @ $50 per face = $400+ retail sales per week</td>
<td></td>
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<tr>
<td>Long range goal could be car and/or management</td>
<td>4-6 basic sales per week</td>
<td></td>
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<tr>
<td></td>
<td>Reorder business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Will take approximately 8 months to build a customer base of 100</td>
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<td></td>
<td>2 interviews per week (strive to have at least 2 guests to every meeting)</td>
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<td></td>
<td>You will recruit 1-2 recruits per month</td>
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<tr>
<td></td>
<td>Maintain $3,000 inventory</td>
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<td></td>
<td>Work about 15 hours per week</td>
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<tr>
<td></td>
<td>Keep 10-12+ classes on your books over the next 2-3 weeks</td>
<td></td>
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<thead>
<tr>
<th>LEVEL D - PART/PART-TIME</th>
<th>TO GET TO THIS</th>
<th>DO THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part-time income</td>
<td>1 class per week (book 2)</td>
<td></td>
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<tr>
<td>Sapphire Star Consultant every quarter</td>
<td>Occasional facial</td>
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<tr>
<td>Recruiting commissions commensurate with recruiting activity</td>
<td>You will be doing about 4-5 faces @$50 per face=$250 in sales</td>
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<td></td>
<td>Sell 2-3 basics per week</td>
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<td></td>
<td>In about a year you will have a customer base of about 100</td>
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<td></td>
<td>Reorder business</td>
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<td></td>
<td>Occasional interview w/guest to meeting</td>
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<tr>
<td></td>
<td>Occasional recruit</td>
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<tr>
<td></td>
<td>Maintain $2,400+ inventory</td>
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<td></td>
<td>Work about 7 hours per week</td>
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<td></td>
<td>Keep 6-8+ classes on your books over the next 2-3 weeks</td>
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<thead>
<tr>
<th>LEVEL E - TRAINED SERVICE REP</th>
<th>TO GET TO THIS</th>
<th>DO THIS</th>
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</thead>
<tbody>
<tr>
<td>Part-time income</td>
<td>Occasional class</td>
<td></td>
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<tr>
<td>Order $200 to $400 every month</td>
<td>Periodic facial</td>
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<tr>
<td></td>
<td>Occasional recruit</td>
<td></td>
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<tr>
<td></td>
<td>Maintain $1,800 inventory</td>
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<td></td>
<td>Work about 1 to 3 hours per week</td>
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<td>Occasional recruit</td>
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<td></td>
<td>Maintain $1,800 inventory</td>
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<td>Work about 1 to 3 hours per week</td>
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What To Bring To Makeover Events

Bring Models! Ask 15 people to get 1-2 people to attend. RSVP to your director with guests’ names and numbers ahead of time.

For Makeover Events:

- Many of our unit events use a mock skin care class/party format so you will want to set up your guests’ trays accordingly.
- Pre-profile and try to decide which skin care will be best for them.
- Have everything on the trays — ask Director.
- Before the class begins, have your guests try satin lips, satin hands, ofemr, one of our body moisturizers on her arm and have her foundation chosen as well. Ask for help if you need it.
- When choosing colors, select a look from the Look Book, use a color card, or one of the looks made specifically for brown, green or blue eyes. Have testers or samples.
- Also have the following:
  - Mirror(s) and plastic tray insert
  - Face cloths (terry cloth is best but have company disposables on hand) _ Headbands/clips
  - Cotton rounds for Eye Makeup Remover
  - Sponge wedges for Mineral Powder Foundation and Blush
  - Mascara wands*
  - Sponge tip applicators*
  - Q-tips*
  - Foundations (liquids and powders)
  - Concealer
  - Highlighter pen demos
  - Skin care demos or samples, eye creams, primers, etc.
  - Mary Kay Brush Set
  - Color samples* (shadows, blushes, eye and lip liners, lipsticks, glosses) or you may want to use pre-made color looks
  - Current new products as demos.
  - Current Look Book, Beauty Book
  - Profile card for each model (see Russo version on www.connierusso.com in Skin Care Class section of education)
  - Your current roll-up placemat
  - Direction cards for skin care (order of application)
  - Directions for eye makeup application if not using color cards*
  - Small clear bag to hold items with * above

Try to bring most of these things and if you don’t have them, let director know ahead of time. If you have not received your supplies yet, please let us know and we will fill in what you need. Please always remember to RSVP with guest names who will be attending.
I know a lot of information will be coming your way, but there’s no need to become overwhelmed. It takes a while to learn the terms and language of our business and as you progress things will become clearer. Here are some business basics you need to know:

**Active Status**
- In the month you place a minimum $225 wholesale ($450 retail) Section 1 product order, your status is considered Active. You maintain this status for the following two calendar months (three calendar months total).

**Earned Discount Privilege**
- When you order a minimum $450 suggested retail in any Section 1 products, you will receive a 50% discount on the entire Section 1 order and qualify for the Earned Discount Privilege (EDP).
- With the EDP, you can order your products and receive 50% discount through the end of the third month (including your order month).
- For example, if you order $450 on June 16, your EDP will allow any order you make until Aug 31 to be 50%! Even if that order is $20. You’ll get it for $10!
- But, you are only eligible for the EDP as long as you maintain an active status.

**The Company**
- Mary Kay, Inc.

**Sales Unit (i.e., our Unit, the Unit, etc.)**
- As your Director, I manage a “Unit” of consultants. My responsibility is to train, guide and mentor each consultant to achieve a successful career as an Independent Beauty Consultant.

**Sales Areas and Divisions**
- The Mary Kay sales force is divided into “Areas.” Our National Sales Director is Karen Piro retired so we are in the Diamond Go-Give Area. Other divisions include Diamond, Ruby, Emerald, and Pearl.

**60/40 Split**
- Theoretically, from every sale you make, 60% should be reinvested in your business and 40% deposited into your personal account to use as you like (buy clothes, pay bills, etc.). However, a more exact split is taught during business training classes.
CONGRATULATIONS RECRUITER!!!

As a recruiter you have demonstrated the quality of unselfishness by sharing an opportunity to which your new team member may never have been exposed. If it weren't for you recognizing something special in her, she may have never known about our company. To help her get off to a great start, please do the following:

- Make sure you are familiar with all of the information in this binder and the training materials that she receives from the company in her Starter Kit. Set up a time to give it to her and explain the contents.
- Send her a welcome note.
- Make sure your new recruit is on the basic and has any color cosmetic items she needs. Give her samples until her order arrives.
- Purchase and present her with her Mary Kay pin at next meeting. (You can purchase the pins on the consultant order sheet, but if you don’t have one, see your Director and purchase one from her.) Introduce her to the other consultants and help her to feel comfortable. Give her the dates of meetings and events for the next 4 weeks.
- Attend all training classes and meetings with her (in some cases you will be her trainer). Watch videos and listen to tapes with her if you haven’t seen or heard them. Make sure she has adequate phone numbers of top consultants to call to observe classes.
- Make sure you receive a list of her first 8 hostesses. Please call to confirm them. Thank them and re-coach if necessary.

This is the telephone approach you as her recruiter should use when confirming your new recruit's first five classes/parties: "Hello, is this Sarah Johnson? This is Sarah Jones calling. I sponsored Linda into Mary Kay Cosmetics, and I'm calling to personally thank you for being one of her first eight hostesses during her training. She told me why she selected you and that is quite a compliment to you. Now, let’s see if the time and date are correct. Your class/party is scheduled for April 12, at 7:30 P.M.” The recruiter should coach her by asking if Linda told her about hostess credit and does she understand? The conversation should be short and end as follows, "Once again, let me thank you. I know you and all of your friends will thoroughly enjoy the presentation. It was nice talking to you, and I hope to meet you soon." (Also invite them to the meeting for her.)

In addition to or instead of calling, you may want to write her first hostesses a thank you note or email the following hostess letter:

Dear _____________.
Thank you for helping _____________ to get off to a good start in her career by hostessing one of her first classes/parties on _____________. As her sponsor, I can assure you that her first several classes are of the utmost importance to her training. Thank you for your cooperation and support. I’m sure that your friends are going to be forever grateful to you for showing them the way to a lovelier looking skin and the personal service available through Mary Kay. Your friends are in for a real treat when they attend your class on ______ date and time _________.

Sincerely,

- Have her make two lists: (this is actually part of her homework).
  1. one of possible classes/facials
  2. possible recruits
- Make sure you don't dump negativity on your new recruit. That's not fair to her.
- Encourage her and support her.
- It’s a good idea to meet with your new recruit at her home and help her get organized. It’s best to do this after she has taken inventory of her first order and has it labeled and put away. Check her hostess packets and other papers. Help her to pack for her first class.
- Don't ever borrow products from (or trade products with) your new recruit or any other consultant.
- Encourage her to win her all of the prizes available to her. (Let me know as she wins each.)
- Talk to her after each of her first appointments. It’s so important that she starts out by developing correct habits for selling basics and booking second facials. Let your Director know how she is doing.
- Help her to complete her first few weekly accomplishment sheets. Help her to make out her second order and to manage her money correctly.
- Most importantly, be someone she can respect!! Be someone she can model after. She will follow your example.