



# Keys to Success

## New Consultant Checklist #1

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Complete this checklist and win your **Platinum Datebook Cover!**

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

- \_\_\_\_\_ 1. Listen to CD#1 and #2 in your starter kit.
- \_\_\_\_\_ 2. Order your First Steps (personal Web site, Preferred Customer Enrollment for mailing to 30, and initial business cards). Go to [www.marykayintouch.com](http://www.marykayintouch.com).
- \_\_\_\_\_ 3. Complete and turn in Questionnaire #1.
- \_\_\_\_\_ 4. Complete your list of 30 women you know who have skin and place an \* by the sharp, fun women you would love to have on your team!
- \_\_\_\_\_ 5. Click on each link under New Consultants and then Business Power Plan and complete any worksheets to determine your store.
- \_\_\_\_\_ 6. Call your Sales Director with your package decision and have her order your store.  
**Package Decision:** \_\_\_\_\_
- \_\_\_\_\_ 7. Open a checking account to use solely for your Mary Kay business and request a Debit/Check card.
- \_\_\_\_\_ 8. Attend your first Thursday Night Live! (or local Success meeting) and TAKE 1 GUEST.
- \_\_\_\_\_ 9. Observe 2 classes (Thursday Night Live! or with your Sales Director/Recruiter).
- \_\_\_\_\_ 10. Book 8 classes to be held in the next 2 weeks to complete your Perfect Start and turn in a copy of your Power Start Tracking Sheet with minimum of 15 faces in to your Director.
- \_\_\_\_\_ 11. Book 3 practice informationals with your Sales Director to be held in your first week.
- \_\_\_\_\_ 12. Select Mary Kay Professional attire.

Guest name: \_\_\_\_\_

Complete this checklist and return to your Sales Director to receive your **Platinum Datebook!**

**Begin checklist #2.**

# Questionnaire #1

\*\*\*\*\* Return this sheet to me ASAP and receive your \*\*\*\*\*  
**Date Book Cover**

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*Please take a few minutes to fill out the questionnaire & return to your Sales Director.*

Name \_\_\_\_\_ Recruiter \_\_\_\_\_  
E-mail address \_\_\_\_\_ Home Phone # \_\_\_\_\_  
Cellular Phone # \_\_\_\_\_ Work Phone # \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ Birthday \_\_\_\_\_ Married \_\_\_\_\_ Children \_\_\_\_\_  
Husband' Name \_\_\_\_\_ Husband's Email Address \_\_\_\_\_

1. I'd like to earn \$ \_\_\_\_\_ weekly.
2. I am willing to put \_\_\_\_\_ hours into my Mary Kay business each week.
3. I am interested in moving up to a management position of **Grand Achiever** (career car) \_\_\_ or **Director** \_\_\_\_\_
4. My wildest Mary Kay vision is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. What are some of your immediate goals and desires? \_\_\_\_\_
6. What do you expect from me, as your Director that will help you the most? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. What is going to inspire you? \_\_\_\_\_
8. Don't you agree experience helps us to learn and the best results are achieved by just making a start?  
\_\_\_\_\_
9. What would you like to purchase for **yourself** with your first three months profit (low figure \$961.20!!!)  
\_\_\_\_\_  
\_\_\_\_\_
10. Please share with me a little about yourself, your past work experience, and your family! Feel free to write on a separate page if you like. Thank you!! \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# My #1 focus in my first 30 days... (check off when completed)

## 3 P's

### PowerStart

30 faces in 30 days to practice with the products; facials and classes!!



### Pearls of Sharing

Three 3 way informationals with my sales director for my Pearl earrings, 3 more for my pearl bracelet and 3 more for my pearl necklace to learn how to share the business!



### Products

Open my store with my first product order with the company to earn new consultant bonuses! FREE Color 101 for me if I order within 15 days of submitting my agreement and up to \$600 more free with my package!



## HOW TO INVITE A GUEST TO A MEETING

By using the following dialogue, you can develop the habit of bringing guests to your unit meetings and increase your recruiting average!

### Inviting Your Hostess

*"(Customer's name), each week I select one person from the previous week who has been the most instrumental in helping me build my business to attend our upcoming unit meeting. This week I have chosen you because (give a sincere reason), and I would like to introduce you to some of my Mary Kay friends. Is there any reason why you couldn't attend our meeting on Tuesday night and allow me to give you the recognition and attention you deserve? I would be honored to have you join me, and I would love for everyone to hear what a wonderful (class/ collection preview/show) you held for me! Can I pick you up around 6:30 p.m.?"*

### Inviting Your Guest from an Appointment

*"Hello, (customer's name). This is (your name), your Mary Kay Independent Beauty Consultant. Do you have a quick minute? Great! You know, (customer's name), you have been on my mind ever since Linda's (skin care class/collection preview/party). Although a Mary Kay business may or may not be for you, I'd like you to be my special guest at our unit meeting (or guest night) Tuesday night at 7 p.m. I can pick you up on my way. Is there any reason you couldn't attend?"*

### Inviting Your Customer

*"Hi, (customer's name), this is (your name), your Mary Kay Independent Beauty Consultant. Do you have a quick minute? Great! I've been challenged by my Independent Sales Director to bring five (sharp/gorgeous/fun) guests to my Mary Kay event Tuesday night, and of course, I immediately thought of you! It's lots of fun, and I'd love to introduce you to all my Mary Kay friends. Plus, I'll have a nice gift for you. Is there any reason why you wouldn't want to come? Great! I'll pick you up around 6:30 p.m. You'll get to try a brand new look. Thanks, and I'll see you Monday at 6:30 p.m.!"*

If you ask three people a day, you will have contacted at least 15 people and should have five yeses, taking into consideration the possibility of last-minute cancellations, at least two of those will come, and those who couldn't can come next week. There's always NEXT TUESDAY! Get them excited about coming the next time.

**Follow Up With Your Guests.** On the morning of the day of the unit meeting or guest night, call your guests and say, *"I'm just trying to decide what gift I should bring for you tonight...Would you rather have a nail polish or a hand cream? I'm really looking forward to this evening!"* Would you refuse such a gracious invitation?

**How to Introduce Your Guests.** Use a four-part format:

1. Introduce your guests by name
2. Tell how you know them and how you met them.
3. Pay each guest a genuine compliment.
4. Have each guest tell something about herself.

**Example:** *"I'm so please to present Sue Timm. Sue is one of my first hostesses and she's been using Mary Kay for over two years! She has a positive attitude and loves to look her best, so I know she'll enjoy our meeting tonight. Sue, tell us a little about you."*

### Examples of Introductions:

*"I'm so happy to introduce you to..."*

*"Let me acquaint you with..."*

*"I'm honored to present my guest..."*

*"I want you to know..."*

### Examples of Genuine compliments:

*"Sue is one of my best customers."*

*"Sue has a dynamic personality!"*

*"Sue has one of the most lovely families-homes-hobbies."*

*"Sue works with the public and she really knows how to look her best."*

*"Sue is one of my best hostesses and her skin care classes are a pleasure to hold."*

**Avoid saying,** “This is Sue Timm and she’s her to look us over.” Or, “This is Sue Timm and I’ve been working to try to get her to become a Consultant.” Such a statement may embarrass her. Practice saying introductions out loud until they become second nature to you. This will help increase your confidence and make your guests feel more at ease.



# How to Book Your First 8 Classes

Holding classes is THE most important part of your training! If you want to work your Mary Kay business full-time, hold 5 classes in your first week. If you want to work your Mary Kay business part-time, hold 5 classes in your first two weeks. We always book “extras” because people’s plans change and we are always prepared for postponements.

1. Make a list of 30 women you know who have skin.
2. KNOW THIS: When you give people a choice between 2 things, they will choose one! You are making an appointment to share.
3. Telephone...and ENTHUSIASTICALLY USE THESE WORDS...THEY WORK!

*“Hello, \_\_\_\_\_, this is \_\_\_\_\_. Do you have a quick minute? I have just gone into business for myself and I am SO EXCITED! I’m teaching skin care and glamour with Mary Kay and I can’t wait to have you try it! I want your opinion of our products and I’ve been challenged by my sales director to introduce the products to 30 women in my first 30 days. The way I do this is by giving you a free facial not only to share our products but great tips on skin care and glamour too! I am in my training period right now and would like to schedule your free facial for next week. Which would be best for you, the first part of the week or the last? Great! Thursday or Friday? Okay. Morning or afternoon? (or afternoon or evening?) Remember to only give two choices...this makes it EASY for HER. How about 2 p.m. or would 2:30 p.m. be better for you? Okay, that’s perfect! By the way, it’s just as easy for me to give several faces at one time, and as you might imagine, doing 30 faces my first month will be much easier if I can do groups! You can invite a few friends and neighbors to enjoy a free facial with you, and I’ll have a special gift and even some free products for helping me out! Plus, girl time is more fun with friends, wouldn’t you agree? Which two friends would you most like to join us? I’m comfortable with working with a group of 5 or 6. Is there anyone else? Great! I’ll get you a hostess packet with all the information on everything you can get free and I’ll plan on being at your house 30 minutes early to set up!”*

4. ALWAYS book the facial first and then turn it into a class by giving her the opportunity to include friends.
5. DON’T chit chat and DON’T try to sell her on how great the products are. All you want is the appointment to SHARE and to let her find out for herself whether she likes it or not. (WE KNOW she’ll love it, but she doesn’t know it until she EXPERIENCES it personally.) DO BE ENTHUSIASTIC...it is “catching”...and women are naturally curious. If YOU are sincerely excited, she will be, too.

LIST your first 8 appointments here and return this portion to your Sales Director. You are off and running! By consistently booking everyone for their follow-up appointment at these 8 classes, you will build a perpetual business immediately!!!

NAME (hostess)	ADDRESS (hostess)	Phone No.	DATE & TIME
(example) Betty Davis	312 W. Garden Cr.	936-555-5555	1/6 at 2:30 p.m.
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

# Overcoming Booking Objections

I'm too busy.

I know exactly what you mean. Life seems to be flying by. Do you ever feel like you need a little personal pampering time? How about inviting 2 or 3 of your buddies for a 1 hour spa session? I would love to do that for you.



I use Brand X

Hey that is great! It is obvious that you are investing time and money in your skin care. Let me ask you, do you feel you are getting the results you want for the price you're paying? I would love to take 45 minutes to show you the #1 brand in the US and get your opinion. I can share with you how much money I can save you.



I tried MK and it broke me out!

I'm allergic!

I'm so sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of \$back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I will give you credit for them.



I don't wear makeup.

That's perfect! You might be surprised to know that Mary Kay is the leading developer of basic skin care products. I would really love to get your opinion of our skin care basics. We won't even mess with the glamour.

**Great! Is there a day this week that will work or do we need to look at next week?**

## PEARLS OF SHARING



You can earn your Pearls of Sharing immediately, honoring one of the things Mary Kay Ash asked all consultants to do: share the information about Mary Kay with every woman to enrich her life! Whether you set out to build a team or not, women will be curious about why you love what you do and how you make your money. When an opportunity presents itself, or when you want to share what you have discovered with someone you would love to work with, you will want to know how to present the information and answer their questions.



Earn your **Pearls of Sharing Earrings** simply by having 3 adult women listen to the Mary Kay opportunity the first week after you sign your beauty consultant agreement. This can be done at your home, a coffee shop, the Success Celebration, or by 3-way conferencing with your Director. This can be done individually or in groups. When you bring a guest model to your weekly sales meeting, that counts too! Next, earn your matching **Pearls of Sharing Bracelet** by having 3 additional women listen to the Mary Kay opportunity or come as a guest to your weekly sales meeting within your first 2 weeks! Then, earn your **Pearls of Sharing Necklace** by sharing the business opportunity with three more women your first month!

It's as easy as 1, 2, 3 ... simply by making a list of the sharpest women you know, coordinating a time with your Director for the "sharing" sessions and turn in each coupon to your Director as you complete your challenge. You can do it!

Use this script to schedule the sharing sessions:

*"Hi \_\_\_\_\_, this is \_\_\_\_\_. I am so excited! I've started my own home-based business with Mary Kay and I'm beginning my training process. One of my first challenges is to learn how to share the Mary Kay story with other women. My director has asked me to schedule three sharing sessions with the sharpest women I know and that's why I'm calling YOU! I'll earn a beautiful pair of pearl earrings just by completing my challenge! Isn't that exciting? Here's what it entails ... we'll set a time with my Director to share the benefits of Mary Kay and the marketing plan with you – I'll be learning and in addition, getting your valuable feedback on my new business. Who knows, it might be for you or it might be the last thing you would ever want to do. But I feel comfortable with you and I'd appreciate your help so much."*

### **PEARLS OF SHARING EARRINGS**

I DID IT! These are the women I share with in my first week!

Consultant's Name \_\_\_\_\_  
1 \_\_\_\_\_ Date \_\_\_\_\_  
2 \_\_\_\_\_ Date \_\_\_\_\_  
3 \_\_\_\_\_ Date \_\_\_\_\_

### **PEARLS OF SHARING BRACELET**

I DID IT! These are the women I share with in my first week!

Consultant's Name \_\_\_\_\_  
1 \_\_\_\_\_ Date \_\_\_\_\_  
2 \_\_\_\_\_ Date \_\_\_\_\_  
3 \_\_\_\_\_ Date \_\_\_\_\_

### **PEARLS OF SHARING NECKLACE**

I DID IT! These are the women I share with in my first week!

Consultant's Name \_\_\_\_\_  
1 \_\_\_\_\_ Date \_\_\_\_\_  
2 \_\_\_\_\_ Date \_\_\_\_\_  
3 \_\_\_\_\_ Date \_\_\_\_\_

# MARY KAY COSMETICS

## *Image Checklist*

**Watch your thoughts; they become words.  
Watch your words; they become actions.  
Watch your actions; they become habits.  
Watch your habits; they become character.  
Watch your character; it becomes your destiny.**

### GROOMING

- Hair: Neat, styled, and clean. Try something new and current at least every two years.
- Face: Wear the product! You must have credibility as a Consultant. Do not go out without your lipstick, blusher, and mascara touched up.
- Nails: Keep polished at all times. This can be clear polish. No nicks in nails. Carry a bottle for touchups.

### CLOTHING

- Dresses or skirted business suits. No pants!! Wear to all Mary Kay functions - sales meetings, skin care classes, interviews, workshops (unless announced otherwise).
- Shoes and hose. Make sure they are polished and in good repair. Heels not run down and worn, etc.
- Handbags and Briefcases. Make sure they are in good repair and not stuffed full and overflowing. Need to be neat and give a professional image.
- Mary Kay Pin. Wear it proudly when you are dressed as stated above.

### CAR

- This is your office on wheels. Keep it clean (inside and out), and organized.

### ETIQUETTE

- No smoking at any Mary Kay function.
- No alcohol served at any May Kay function. Please do not serve alcohol when you hostess your own skin care class or Open House.
- Keep your "Crowing" at Mary Kay functions positive! We are all here to learn from one another, and from each other's successes. Share your "lemons" only if you created a solution on how to turn it into lemonade.
- Make sure your phone voice has a smile in it when you are talking on the phone. Do not "wear your heart on your sleeve." Be professional.
- Do not chew gum when you are teaching or talking.



# NEW CONSULTANT CONTESTS

## MARY KAY DATEBOOK COVER



Complete Questionnaire—Receive Datebook Cover

Date Completed	Date NCO1 Questionnaire turned in to Director

## PEARLS OF SHARING EARRINGS



Date Name 3 Interviews with Director

1.		
2.		
3.		

## MARY KAY PLATINUM MONEY BAG



Complete New Consultant Training #1

Date Completed	Date NCO1 Completed and turned in to Director

## PEARLS OF SHARING BRACELET



Date Name 3 Interviews with Director

1.		
2.		
3.		

## MARY KAY CHECKBOOK COVER



Complete New Consultant Training #2

Date Completed	Date NCO2 Completed and turned in to Director

## PEARLS OF SHARING NECKLACE



Date Name 3 Interviews with Director

1.		
2.		
3.		

## PERFECT START PIN



See 15 New Faces and Receive your PS Pin

Date Completed	Date PS Tracking Sheet turned in to Director

## POWER START PIN



See 30 New Faces and Receive your PS Pin

Date Completed	Date PS Tracking Sheet turned in to Director