**TRHAS1**




# Have a Seat!

Let's Talk About . . .

# Closing the Sale

When the class is over, have the guests remove whatever headband or hair clips they were using, have them give a quick fluff of the hair and make sure to tell them they look **GREAT**! Have each guest turn to the lady to her left and give her one compliment on her new look. While they are doing this, go and stand behind your display.

**Say**. You know, it's at this point that most guests have 3 questions they want me to answer. The first is "**WHEN** will I receive the product?" The answer is **TODAY**! I have all the product you tried today ready for you to take home and start using!

The second question is "**HOW** do I pay for the product?" Well, I do take cash (**SMILE**), credit cards and checks.

The third question which has a different answer for each customer is . . . "**HOW MUCH** is it?" The reason why the answer is different for each customer is because you can choose just the products you want. I have this sheet for you that will help you understand our sets as I review them. (Make sure to hand a sheet to each guest).

**Do**. Review the sets as described on the sheet handed out.

**Say**. I have found the easiest way to determine your choice of products is for you to check-off the items or sets you just cannot live without and just scratch through the items you know you would never use.

**Do**. Give the guests time to look through and check off what they want.

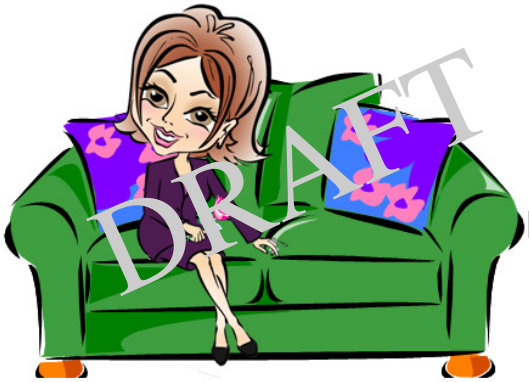
**Say**. Is anyone in a hurry? Then you can be the first one for our private consultation. (Hostess name) why don't you go ahead and start serving refreshments. If no one is in a hurry, take the one who arrived **FIRST** to the class!)

**Your goal is to always make the customer feel comfortable and that you are there to help her!**

**Do**. Always sit at or below her eye-level.

**Say**. Did you have a good time today? What did you enjoy most about your Mary Kay facial? What can I help you with today . . . Would you like to start with the Basic set or how about (name one of the other sets) where you can receive a wonderful discount?

**TRHAS2**



# Have a Seat!

## Let's Talk About . . .

# The Law of Averages

By Gail Lester

One of the most frustrating things a Consultant can do is **NOT** to accept the law of averages! A thorough understanding of the law of averages can make a BIG difference in your Mary Kay career!

***A sales manager once said . . . "Man, as an individual, is totally unpredictable. But man in the masses is a sure-fire thing."***

The manager, in describing the law of averages, says you can't really predict how a particular guest, hostess, or prospective recruit will react, but if you are dealing with **ENOUGH** guests, hostesses or prospective recruits they will, as a group, respond in a very predictable manner!

That's why you coach hostesses to invite 8 to 10 guests so you will have 6 at the class. And that's why you interview 3 or 4 prospective recruits to get 1 signed agreement. It's all in accordance with the law of averages!

What happens when you do not conduct your business with the law of averages in mind? You usually do not meet your final goals because you are not booking enough classes, and the classes you do hold yield low sales because you only ended up with 3 or 4 guests. You then tell your Director that you can't recruit, even though you've only had 2 recruiting interviews! You don't earn you Ladder of Success pin or make it to Directorship like you planned because you have ignored the law of averages. In general, your attitude turns negative because you are not meeting your career goals!

One of the most common questions when considering the law of averages as it applies to double-booking classes or having a full calendar for a week is . . . **"What if all the classes I book hold?"**

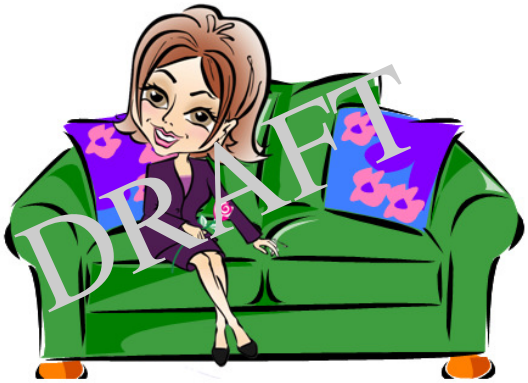
That's the very reason why Mary Kay suggests dovetailing! Don't be sure that your hostess wants only you to hold her class. Learn to book not only more than you plan to hold in one week, but double-book your best time slots! This approach has been a great incentive for many to recruit because they needed someone to dovetail classes! In this way, money is made from the classes held and the classes booked and dovetailed, **AND** your recruiting commission on merchandise ordered from your recruit dovetailing your classes!

The law of averages really makes sense this way, and keeping averages in mind pays off because you go beyond your financial goals.

Learn the law of averages and you will avoid the frustration of not meeting your goals.

Try working within the law of averages and the career you save might be your own!

**TRHAS3**



# Have a Seat!

Let's Talk About . . .

# Recruiting Objections

Are you having difficulty in knowing how to respond to a potential recruit when you present the opportunity? Believe me, many successful consultants have learned to overcome these objections by anticipating them! But remember, your goal in answering objections is to **make her feel comfortable** & let her know **you understand how she feels**. Therefore, always use the **Feel**, **Felt**, **Found** approach: "I know how you **feel**; I **felt** the same way (or know someone who did), but I **found** that… Here are some answers that can help you!

## I can't sell

I know how you feel. I felt that way, too. But I found that the product really sells itself & you'll be teaching on the benefits of skin care. Women love to buy, but hate to be sold.

## I'm too shy

I know how you feel. I felt that way, too, but I found that I didn't want to stay that way for the rest of my life. You have a choice to stay that way or do something about it. Mary Kay will help you, too, feel more self-confident.

## I don't have the money

(Feel-Felt-Found) So what you're saying is that you could use some extra money? You know, where there's a will, there's a way.

**(Help her think of a way)**

## I don't have the time

(Feel…) Busy people get the most things done. If you could make an extra $100-150 extra a week, could you find 6 to 9 hours? (Have her fill out a weekly plan sheet & help her find the time for at least 1 appointment)

## I'm not the Beauty Consultant Type

(Feel…) There's not just one type of person. There are all different consultants in Mary Kay with a variety of backgrounds.

## Time isn't right for me

(Feel…) There will never be a perfect time in our lives. Life's one guarantee is constant change. If you wait for the perfect time to do something, you'd never get to do anything.

## I Don't want to impose on my friends

(Feel…) I really enjoyed when I had my first facial, didn't you? Don't you love your products & their benefits? They're buying cosmetics somewhere; don't you think they'd prefer to get them from someone they trust?

## I don't know anyone

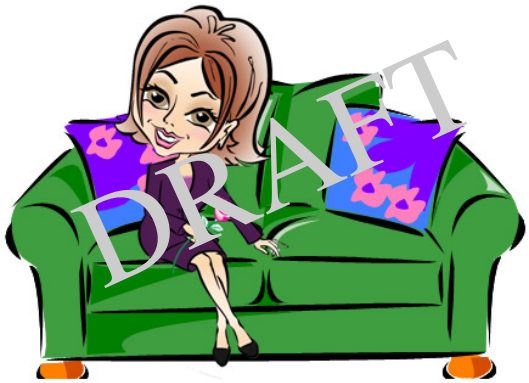
(Feel…) When I began I thought about my neighbors, relatives, co-workers & my friends. In Mary Kay, we teach you how to meet people.

## I know someone who tried to sell MK before

That has nothing to do with you. I have no idea if she was properly trained or didn't even try or had a personal reason for quitting. Don't let someone else decide your future.

DRAFT

**TRHAS4**



# Have a Seat!

Let's Talk About . . .

## Becoming a Director

So you want to be a Director? That's a great goal. Many have traveled the path you are now taking and have achieved success beyond their dreams! But being a Director means more than just wearing a beautiful suit and driving a fabulous car! It means much more than that. It means taking the responsibility of mentoring and growing **OTHER** women to reach **THEIR** goals for their Mary Kay business!

Becoming a Director is **SIMPLE**; but it's not necessarily **EASY**, but you can do it. The **MOST IMPORTANT** thing to remember is this . . . Do not share the opportunity with someone because of what it will mean for you, share it because of what you know it will do for **HER**! If you will keep that idea in mind when you tell someone about the Mary Kay career, you will grow a strong unit that will stand the test of time.

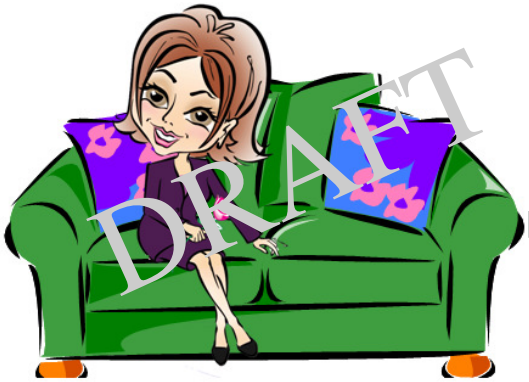
**<u>Here's what you should do to begin</u>**:

1. Hand out **5** business cards a day
2. Book at least **2** appointments a day
3. Interview (by sharing the opportunity) at least **3** people each week
4. Be consistent with your **own business sales** and order at least **$600** wholesale a month. Being a Star Consultant consistently shows you are serious about your business
5. Provide your director with your weekly accomplishment sheet **EVERY WEEK**. This will give her a good idea of where you are in your business and can determine ways to help you reach your goal.

Are you really serious about being a Director, but maybe a little scared about taking the first step? I have someone you can talk to -- your director! She is just waiting for you to ask her to help! Talk with her today.

DRAFT

**TRHAS5**



# Have a Seat!

## Let's Talk About . . .

# Inventory

Let me tell you a story, and when I'm finished we'll talk about inventory, okay?

Last week I was having a dinner party at my home with a few friends. I found this great recipe for a dip which called for anchovy paste. Yes I know, some people don't like anchovies -- but that's not the point of the story. Anyway I didn't have any at home (who keeps anchovy paste on their shelf?), so I went to a grocery store in my neighborhood to purchase some.

Well, since I had never purchased anchovy paste before, I asked a clerk for the aisle on which I would find it. Armed with the aisle number, off I went to get my paste! When I arrived I found the spot where the anchovy paste should be and . . . **THERE WAS NONE ON THE SHELF**! There was anchovies in mustard sauce, but I didn't need that; I found sliced anchovies, whole anchovies and even found diced anchovies, but no paste. Was I frustrated? Yes I was, because I knew I would have to drive to another store to find what I needed.

**<u>Now let's talk about your Mary Kay inventory</u>**.

Maintaining inventory is the first step toward building a strong business. Just as I depended upon that grocer to carry what I needed, your customers depend on you to offer them an up-to-date, complete line of products. By planning ahead for your customers' needs, you'll be able to deliver their orders immediately at your sales appointments or right after. A profit-level inventory will also motivate you to reach higher sales goals, will increase customer satisfaction, and will reduce business costs.

Most new business associates and potential recruits do not understand the total value of their initial order for their inventory. This is very understandable because it is new to them. It is important to remember from the very beginning that you are starting your own business and inventory is one of the key components for success in our business. Can you imagine the difficulty of that grocery store if they **CONTINUALLY** functioned with little or no inventory, versus another store with a full and complete inventory?

If you want to recruit and build a team, you should make sure that if you are telling others that you have your own business that your inventory levels and your retail sales show it!

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TRHAS6




# Have a Seat!

## Let's Talk About . . .

# The Business Basics

Whether you are a new Consultant, Star Recruiter, Team Leader, DIQ or Director, your business success depends on holding skin care classes. Classes are the best and most efficient way to build your customer base, and you can achieve whatever goals you set in your career by making skin care classes a priority.




The cornerstone of your class success is the skin care program. Although joined by supplemental products, the skin care program remains the core of your business. The reason for this is that consistent use of the Mary Kay's skin care program is key to a clear, radiant complexion.

Taking basic skin care one step further, you also have skin supplements that meet a variety of specialized skin care needs and strengthen the basics of daily skin care. Customers who need and desire products that address specific needs especially will be interested in the skin supplements.

Teaching customers a regular skin care procedure requires you to be familiar with each of the basic and skin supplement products. You also need to know how to recommend different products for different skin types and special skin care needs.

Remember that skin care products and skin supplements are the products upon which you build your reorder sales. Once a customer develops a consistent skin care routine and can see and feel the positive results, you have a reorder customer. Then, when her friends and family notice her glowing complexion, she can refer them to you, her personal and professional Beauty Consultant. Then the cycle begins again.

As you focus on skin care and skin supplements, review all the available information you have (including going online and browsing through all the production information) and challenge yourself to become as knowledgeable as you can in these areas. Not only will you enhance your professionalism, you also can develop a growing reorder business and increase your profits. And those are benefits worth boasting about!

DRAFT

**TRHAS7**



# Have a Seat!

## Let's Talk About . . .

# The Golden Rule

**When Selling and Recruiting**

It is **NOT** the Mary Kay way to sell to or recruit other consultants' customers. But occasionally you might find yourself interacting with someone else's customer. Here are some scenarios and how you might handle them:



**On the Face.** When scheduling your hostess for a class, you discover that she already has a consultant.

**Suggestion**: In the true go-give spirit, let her know that you honor sister consultant relationships with their customers. Tell her you would like to be her consultant, but it would-n't be fair to your sister consultant. Ask what products she is interested in, and tell her you will call her consultant to let her know. Then call the consultant and share the lead.

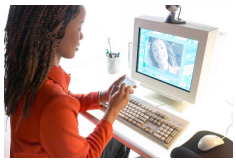
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**On the Go.** You stop by a customer's office to drop off product and a co-worker is excited by what she sees and wants to buy as well. You may not think to ask if she already has a consultant.

**Suggestion**: In hurried situations like On the Go selling, if you forget to ask if a potential customers already has a consultant, be sure to follow up with a phone call after you get home.

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**Online.** You hand out a business card to a new acquaintance, and she orders from your personal web site. In a follow-up conversation, you discover that she already has a consultant.

**Suggestion**: In the future, before handing out your business card, ask questions such as, "Do you use Mary Kay products?" "Do you have a Mary Kay consultant?"

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**On With the Show.** You're conducting a color preview or other large gathering and discover that someone attending the event already has a consultant.

**Suggestion**: Let the customer purchase what she needs, but **do not** put her on your PCP list or invite her to other functions. In true go-give spirit, you might call her consultant and let her know what happened and what products the customer ordered.

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**On Paper.** Your customer passes ***The Look*** or a sweepstakes flier on to a friend. The friend goes to your website and places an order. When you follow-up you discover she already has a consultant.

**Suggestion**: Let her know that you appreciate the business, but in the future it would be best if she purchased from her original consultant because all consultants are independent business-people. In true go-give spirit, you could call her consultant and let her know what happened.

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**TRHAS8**



# Have a Seat!

Let's Talk About . . .

# Color Cards

**And How to Use It to Increase Sales!**

Color Cards are a great way for you to expand your color cosmetics business. This gives you a way to bundle together color cosmetics products to help increase your color sales. So when you begin to sell color to your customers, the first thing you should think about is "how can I sell more products to my customers?" Color Cards lets you take the idea of glamour to a whole new level by helping to make a complete set totally irresistible.

## This is how it works:





1. **Start with a Look Card**. Each quarter a few new looks are launched giving you all you need to package and present a glamour package to your customer.
2. Then using the items in the card as a guide, put together in a Custom Compact:

- **3** eye colors
- **1** check color
- **1** lip color
- **1** eye applicator
- **1** check applicator
- **1** eye liner pencil
- **1** lip liner pencil
- **1** mascara (use black as the sample. If the customer needs brown, you can switch it out)
- **1** lip gloss

Just like the **Miracle Set** has helped increase your skin care sales (and I hope you are making the Miracle Set the foundation of your business) **Color Cards** can help increase your color business by selling your customers an entire look instead of a single product

**Color Cards** are an especially helpful tool if you might not feel as confident selling color or asking for a larger sale. Just remember, for most women, buying color is fun. Color appeals to women on a very emotional level and **Color Cards** takes advantage of that.

Here's the thing to remember: Don't settle for selling a lipstick when you could sell a whole look! While not every woman is going to be ready for **Color Cards**, promoting a whole look can still help increase the number of products your customer buys!

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**TRHAS9**



# Have a Seat!

## Let's Talk About . . .

# Mixing and Matching




If you are looking for a way to customize skin care for some customers, try the **Mix and Match** approach. At the core of **Mix and Match** selling is the beauty of offering skin care choices based upon what your customer wants. So as long as you provide them with products that deliver the 5 essentials for healthy skin (cleanse, exfoliate, freshen, moisturize and protect) you can team certain products from the Classic Basic Skin Care with other products from TimeWise or even Velocity and vice versa.

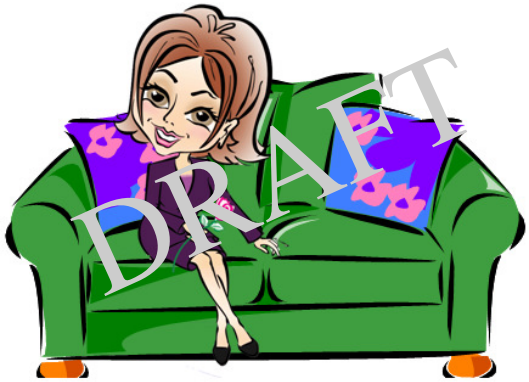
You might be asking yourself why you should sell a **Mix and Match** skin care plan to a customer. Not every customer will fit into a one-size-fits all way of caring for their skin. For example, you may have customers over 30 that absolutely love the TimeWise moisturizer, but the TimeWise Cleanser doesn't meet their needs. Instead, she might prefer a cleanser that is fragranced or they might have skin that is oilier than the skin of the average TimeWise customer. It's a good time to try the **Mix and Match** approach and offer the Velocity facial cleanser! Teamed with the TimeWise moisturizer, your customer will get the 3-in-1 cleansing, exfoliation and toning from the Velocity cleanser while still getting the age-fighting benefits of the TimeWise moisturizer!

<u>Here's another example to consider</u>: You have a customer that just loves the 3 original steps in the Classic Basic Skin Care but just doesn't feel she is getting the age-fighting results from the Balancing Moisturizer. Just substitute the TimeWise Age-Fighting Moisturizer instead and you have a wonderful combination to fit **HER** particular needs.

Remember when you **Mix and Match** product to advise your customers that they will still get the same benefits, but the percentage of benefit may not as a great as they would experience should they use all the products from one complete line. And the **Mix and Match** approach may become a great method to overcome objections from existing customers as to why they are not using all of the 5 essentials for healthy skin!

Isn't the bottom line having the opportunity to sell to your customers what they want and how they want it?

**TRHAS10**



# Have a Seat!

Let's Talk About . . .

## Building Customer Relationships

Mary Kay believed the way to build customer loyalty was to provide customers with unparalleled customer service. She believed that if you customized your service to each customer's needs, the selling would come naturally. Mary Kay always said "If you take care of your customers, they will take care of you."

**Here are some way to take care of your customers:**

- Think like a customer. Ask yourself "What will she expect this product to do for her?" or "What results will she expect to see?" Only when you have tried the products yourself and can answer this question, will you be able to provide the kind of knowledgeable service that our customers expect.

- Introduce new and existing customers alike to ***ALL*** the Mary Kay products you have to offer, including limited-edition products. The ultimate goal is not to have "skin care customers" or "color customers" or even "fragrance customers." The idea is to build each relationship around all the products a woman needs to look and feel her best.

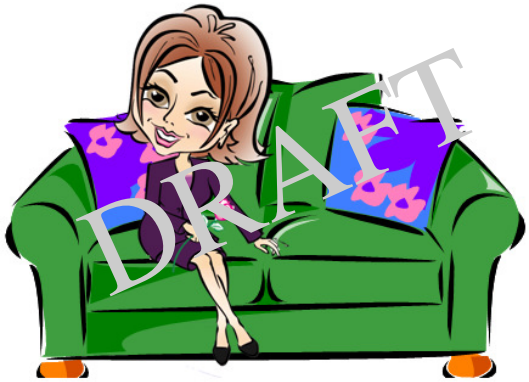
Successful consultants know that as important as it is to build a large customer base by attracting new customers, it's equally as important to take care of your current customers by nurturing the relationship.

It takes a lot more time and effort to attract a new customer than it does to maintain an established one. With the right combination of attitude, products and relationship-building tools, you will be able to turn any customer into a . . .




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**TRHAS11**



# Have a Seat!

Let's Talk About . . .

## Practicing the Important Things!

What makes a successful Consultant? Mary Kay herself believed that Consultants who make the most of their careers are those who study and practice those things which will make her successful.

Let's look at the career of a top Consultant named Millie. Mille returns home after a successful afternoon. Sales were high, she booked 2 classes, tomorrow she is having coffee with one of the guests -- and maybe she will have a new team member. Millie's technique is not new, and the way she works is not a secret. The key to Millie's success is her realization that she has a part to play; her customers are the audience; her presentation is the script, and orders are the applause!

Millie uses the same approach an actress does in preparing for a play. She knows all the background material she received from the Company and she practices, practices, practices. Before she even knocks on the hostess's door, she already knows what she is going to say, when she will smile and each gesture she will make.

Rehearsals pay off. With each class, Millie's enthusiasm grows. A new hostess does not realize that she is getting a repeat performance of the same presentation that motivated her neighbor to buy! Millie is like a tape recorder when it comes to her career. It doesn't matter whether she's talking to a friend or a stranger, she turns every conversation to skin care and slips into her presentation like an instant replay machine -- only the audience changes.

Many top Consultants rehearse in front of a mirror, working on their presentation until they have mastered every line, expression and gesture. They rehearse until every word and action is nature and spontaneous. When they face their guests, just like Millie, they have the confidence necessary to develop customers!

You can become a top Consultant like Millie if you practice and perfect your presentations -- booking, coaching, team-building and class procedure. It won't be long before you too will be hearing the "applause" of orders!

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**TRHAS12**



# Have a Seat!

Let's Talk About . . .

# Selling Smart

Mary Kay believed that you shouldn't spend dollar time on penny jobs, which was her way of saying you should spend the most time on the most important things on your "to do" list.

For example, focus on the Mary Kay' products that have the highest customer loyalty and the most potential for repeat sales, like the Miracle Set. A product that needs to be reordered frequently can give you additional opportunities to promote other Mary Kay products.

Also keep in mind the impact that external factors can have on your business, like the growing segment of baby boomers who are looking for anti-aging products. And as more and more women have less and less time, the availability of products like the Satin Hands Pampering Set and the Body Care Collection can provide precious time.

Something else to consider is how attracting a new generation of customers can impact your business. Close to 75 percent of Velocity-age girls wear fragrance every day. Couple that with their wanting to wear — and share with their friends — the latest shades for eyes and lips, it could add up.

Color 101 is another way to "sell smart." The Looks Cards, which promote a Color 101 Look, can help increase the number of products a customer buys and help pave the way to future sales.

A final thought, consider which products to focus on, remember that 'Full Circle Selling' can help you take advantage of every sales opportunity, whether it's online, in person or through the Preferred Customer Program.

Put it all together and that's when you'll really be 'selling smart.'

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