Capturing the Corporate Market



TR001

- **94%** of executives polled say no one ever contacted them about their holiday gift-giving needs.
- **88%** of executives order their company's holiday gifts themselves.
- Largest group of executives said they'll spend **$25 to $50** on employees and **$35 to $55** on clients.
- There is a **$2.5 billion market** to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.
- Spending is consistent, they don't believe in skimping on Christmas.
- The Corporate gift business is not satisfied by food anymore, they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of "It's not just the money, I really care about you."
- They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri and perfume are great feminine gifts which are personal and creative.

Here's your chance to make an impact on your Holiday Sales!

1. Start making a list of those businesses close to where you are.
2. Put together gift packages of at least $25, but have options for those who want to spend a little more.
3. Be prepared to offer gift wrapping and "personal delivery" of the items
4. Provide a "specialized" receipt, and not just the regular pink sales slip. Title the receipt "Mary's Holiday Gift Service" or something similar. That way, they can have tax--ready document with your address and phone number printed.

TR002

What Can 2 Parties Per Week Mean For Your Mary Kay Business?



Let's say your parties meet the national average for new untrained, unskilled consultants of **$150 - $200** in sales. Two parties per week at **$175** would give you **$350** in sales.

Your **40%** paycheck (once you get your inventory built to profit taking level) is $140. That's **$140** profit for parties. Couldn't you find 4-6 hours a week for **$140**?

Just think what will happen as your skills increase and you build just a small reorder business. Consultants who are consistently holding 2 partieis per week will have their sales to $500 per week in just a few short weeks. These are averages, not guarantees.

Where Should You Start?

- Find 2 times per week that you would be willing to hold partieis. Then, highlight those times in your datebook for an entire year.
- Then, get on the phone for an Hour of Power to schedule 2 appointments in each of those times.
- Don't be afraid to double book - it doesn't mean you'll be holding 2 parties (that almost never happens). It does mean that when one of them postpones, you'll still have a party to hold. Double booking is all about smart use of your time - it's about dealing with the disappointment of postponements.

(In the event that both hold, just do both parties at your home or at one of the hostess' homes offering her an extra gift for pulling up 4 more chairs.)

Decrease postponements and increase sales by doing **all the steps** of hostess coaching (check online for more coaching tips).

DRAFT

TR003



Affirmations are **GREAT**!!! All the Top Nationals and Directors use them. We should have our affirmations all over the house and say them to our self all the time.

- **I am successful** because I have the WILL TO WIN and the WILL to be an ACTIVE participant in the Victory!
- **I am successful** because I have found the life I love and I have been courageous enough to live it.
- **I am successful** because I have the ability to produce outwardly all of the talents and gifts that I possess inwardly.
- **I am successful** because I live the life I want and I want the life I live. I am successful because I know the rules of the game and I play better than anyone else.
- **I am successful** because I surround myself with success-conscious people.
- **I am successful** because I recognize the opportunities that exist in every obstacle.
- **I am successful** because I have stretched the boundaries of my belief and condensed the boundaries of my excuses.
- **I am successful** because I am willing to pay more for what I want than I've paid for what I have. I am successful because I know that God gives me the ingredients for my daily bread, but He expects me to do the baking.
- **I am successful** because I realize that I cannot change where I've been, but I can change where I'm going.
- **I am successful** because I know that the people who are speaking into my life will determine what I am speaking into the lives of others.
- **I am successful** because I am easy to start and hard to stop.
- **I am successful** because I give people more than what they expect and I do it cheerfully.
- **I am successful** because I am serving my purpose, not my problem. I am successful because when I think of others, I forget about myself, and that's when I do my best work.

DRAFT

TR004

Income Producing Activities

Do you want results from your Mary Kay Business? Money??
A Free Car?? Directorship??

Then Concentrate on..

Income Producing Activities

- 1 Skin Care Class / Party (min. 3 people and $100 in sales)
- 2 Facials
- Reorders (min. of $100 per week)
- 1 Interview (questionnaire completed and turned in)
- Follow up with Choices tape (ask closing questions and questionnaire completed and turned in)
- 1 Guest/Model who stays for marketing information
- 7 New Contacts (phone or in person, must get their name and phone number)
- 2 New Bookings
- 1 New Team Member
- $100 in Sales in one day
- Conference Call with your Director

Part Time Consultant

(Part Time Pay)
Complete any 5 activities per week

Week 1	Week 2	Week 3	Week 4
1. Class/Party	1. Class/Party	1. Class/Party	1. Class/Party
2.	2.	2.	2.
3.	**3.**	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

Make copies of this sheet to keep track each week. How many did you do last week? Did your activity support your goal? You will do some activities more than once.



Career Path Consultant

(Part Time Pay)
Complete any 10 activities per week

Week 1	Week 2	Week 3	Week 4
1. Class/Party	1. Class/Party	1. Class/Party	1. Class/Party
2.	2.	2.	2.
3.	**3.**	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.
6.	6.	6.	6.
7.	7.	7.	7.
8.	8.	8.	8.
9.	9.	9.	9.
10.	10.	10.	10.

DRAFT

Vicki Auth's TR005

Good Neighbor Program



Need new Customers? Or have you moved into a new area? Use Vicki's tried and true method to turn neighbors into Customers... and meet your neighbors!

1. Schedule **4 consecutive Saturday mornings** in your datebook for a neighborhood walk and one evening after the 4th Saturday to do a neighborhood Skin Care Class.
2. Start with and do only about **50 houses** each time you do the program.
3. Wear "**walking clothes**" like nice sweat suit, etc., during the first three Saturdays and drop the following on each doorstep:

- **First Saturday**: Leave the Neighbor Welcome Letter with a Gift Certificate.
- **Second Saturday**: Leave some company literature such as a recruiting brochure or some other appropriate flier.
- **Third Saturday**: Leave a Beauty Book.

AND FINALLY . . .

On the Fourth Saturday, wear a nice outfit (nothing too overpowering) and actually go door to door at each of the 50 houses and say:

"Good morning, I'm the Mary Kay Beauty Consultant in this area and I've left three brochures in the past few weeks. I'm stopping by today to see if you would like to join me and some of our neighbors at a special neighborhood Skin Care and Basic Glamour Class I'm offering this coming Saturday at _____ (time) at my house.

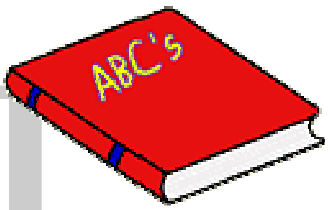
If YES - You could offer the "Look" brochure to anyone who says they will attend and attach a map to your house and invitation. You could mention you'll have a special gift for them when they arrive at your house.
If NO - Say a polite "thank you" and make a note to skip that house in the future.

DRAFT DRAFT DRAFT



TR006

Getting Back to Business Basics



Teaching basic skin care is your primary objective at each class and facial because, when used consistently, can result in beautiful-looking skin. This attracts and ties your customers to you -- as long as you're providing the good customer service expected of a professional Beauty Consultant.

Enhance your basic skin care sales in the coming weeks by using one or more of these ideas. You have nothing to lose and everything to gain -- especially satisfied, loyal customers and extra profits!

Basic-a-Day

Target 1 month where you pledge to sell a skin care set each day.

Assemble a set in a vinyl bag and place it by your door to remind you. If you experience success, make it part of your regular routine!

Basic Bonanza

Call your skin care customers and tell them that for each skin care set they order THAT DAY, their name will be entered into a drawing for a prize (perhaps a hostess gift or something from Section 2)

Back to Basics Week

Establish a "Back to Basics" week each month this year. During those weeks, when a customer purchases a skin care set, give them a business card that has a sticker or other special mark. Then they will receive a free gift with their NEXT order if they return the card to you.

TR007

What Does it Take?

People may disappoint you but numbers never lie!

RED JACKET

- 15 faces (3 to 5 party)
- Interview each person from the party
- 1 in 5 will join with a $600 + wholesale order = 3 New team members



TEAM LEADER



- 30 faces (6 to 10 party)
- Interview each person from the party
- 1 in 5 will join with a $600 + wholesale order
- 30 / 5 = 6 New team members

GRAND ACHIEVER

- 70 faces (12 to 20 Parties)
- Interview each person from the party
- 1 in 5 will join with a $600 + wholesale order
- 70 / 5 = 14 New team members



DIRECTORSHIP

- 120 faces (30 to 41 party)
- Interview each person from the party
- 1 in 5 will join with a $600 + wholesale order
- 120 / 5 = 24 New team members



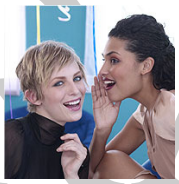
If you recruit them from parties, they will join and hold parties thereby being much stronger and more likely to stay with you for the duration of your career!

DRAFT

TR008

Progression of Customer Development

New Customer Contacts



- The first step. They may come from people we know, warm chatter, referrals, doing the Basket idea, etc.
- Lots of contacts are wonderful! The more contacts, the greater the results. The key is to follow up!

Appointments Booked

- This comes next. Out of those new customer contacts from above, as we ask… some will say yes, some will say no thank you.
- Out of this group comes lots of Faces completed!



Basics & Sets

Always flow from the Appointments. And of course.. good Basic customers are the lifeblood of our business.

Retail Sales = Profit Abundance



This comes as a result of the contacts, the bookings, and selling sets!

Tapes and Marketings

- The logical next step in this process.
- From here your Team Members flow and you have done it!

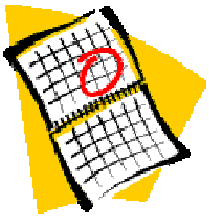
If you will master working this process, I will guarantee your success!

It is as simple as that. Remember that it takes putting a lot of milk in a bucket for the cream to rise. So the key here is in making enough contacts to create a lot of milk. The cream will rise! That's a promise!

DRAFT

TR009

The Right Attitude Could lead to . . . BOOKINGS!



NSD Sue Kirkpatrick

Believe that everyone DESERVES a makeover.

- You know how good you feel about yourself and your image when you wear Mary Kay products. Wouldn't this be a great time to share with someone else who would enjoy feeling the same way?

Be EXCITED and ENTHUSIASTIC.

- Sometimes family and friends may participate in a facial or skin care class as a favor. But if you approach every selling situation as "someone doing you a favor," you'll come across as having a lack of confidence. When people see the products and services you have to offer, they'll realize that you're actually doing them a favor!

ASSUME every prospective customer will be interested!

- Rather than ask, "Would you be interested in trying Mary Kay products", ask "Has anyone treated you to a makeover recently? Do you currently have a Beauty Consultant? Then I'd like to make you a priority in my schedule and treat you to one!"

TURN objections into opportunities

- If the prospective customer's objection is that she tried Mary Kay before and her skin broke out, find out how long ago it was and say "I have been looking for someone who had that problem. I'd love for you to try our new TimeWise products and give me your opinion."

TR010

Breathe Life Into Your Business



Mary Kay Ash always taught us that the lifeline of our business was to have appointments on our books. We really can test the vibrancy of our business by the number of appointments we will find there. She taught us that we should never have less than 5 classes nailed down with dates. There are 4 words you should never forget: **"The Datebook Doesn't Lie".**

When you wonder why something is or is not happening, all you need to do is consult your datebook. How many appointments do you see scheduled there?

A growing business does not thrive on reorders. Reorders are the icing on the cake. New customer development is where it is at. This is why I believe so strongly that if you are serious about building your business, every week you will have appointments on your books that will generate new customers and recruiting prospects.

To get geared up for that, all you need is a daily contact system. When you make it your **DAILY** priority to make between **1-5 new booking contacts per day** (remember… not all of them will say yes so we need to over ask), your business will grow by leaps and bounds. Until you are willing to commit to that, know that your results with business development will be very limited.



TR011

It's Time to Reprogram!



Winter is the perfect time to book skin care classes with existing customers. The harsh winter months can cause especially dramatic changes in the skin's moisture balance.

The cold temperatures lower the moisture content in the air, and combined with the winter winds, they accelerate moisture evaporation on the skin. The colder temperatures also slow the body's flow of natural oils. During these cold months, your customer may need to moisturize more frequently or switch to a more emollient formula to keep her skin moist and protected. Changing a customer's product formulations according to her skin's needs in different seasons is called reprogramming.

For instance, you might want to suggest an additional moisturizer like Intense Moisturizing Cream for dry customers or Oil Free Hydrating Gel for oily customers, Satin Lips for dry chapped lips, or the Even Complexion Mask for customers looking for a change in the brightness and clarity of their complexion, and of course, Serum +C to tone and tighten the complexion for the new year! It is common for women to use a lighter shade of foundation and powder in the winter months as well. Conducting a skin care class devoted exclusively to winter reprogramming is a great idea, especially in areas with harsh climates.

Follow up with all skin care customers when the weather changes, and if they report that their skin is beginning to feel dry, you can either reprogram them for winter, or add a nighttime/daytime supplement to their skin care routine.

At any time of the year, it's good procedure to fill out a new skin care profile on a long-time customer. Her skin care needs may have changed, requiring a change in skin care formulas to keep her skin looking and feeling radiant.

DRAFT

TR012

Getting on the Book!

- **The CHALLENGE**: Getting appointments **ON THE BOOK**!
- **The CONFLICT**: Reaching people on the phone!
- **The SOLUTION**: **GO WHERE THE PEOPLE ARE!**



Let's face it! In the days of "do not call list" mentality, caller ID phones, answering machines, etc., if someone doesn't want to talk to you, they can certainly avoid it! So..... how can we work around this dilemma? Here are a few suggestions:

1. When you first get someone's number, get their **WORK** number and ask permission to call them at work. They must answer that phone! BUT, make these calls quick and to the point!
2. Don't use a phone that comes up "**Private number**" or "**Blocked**" You are just setting yourself up for a no answer. Many people will not even answer these calls at all!
3. Consider your calling times. The very best time to reach people is late Sunday afternoon or evening, or Saturday morning about 10:00 AM. Next best is about 5:30 in the afternoon, but keep these calls brief since that is getting towards dinner time!
4. Work "in person" whenever possible!

Get out of the mentality that you must book A CLASS for AN EVENING! People don't live that way anymore! Here are a few booking idea times:

1. A **LUNCH BUNCH**
2. An **AFTERWORK** class
3. A classroom party for teachers at 3:00 or 3:30!
4. A mom's day out at a park
5. Clubs and other activities that women do often are opportunities to book.

DRAFT DRAFT DRAFT DRAFT

TR013



Do Your Homework!

This is one of the most important productivity principles of all! Learn what you need to know so you can do your job well! A major reason for delay and procrastination is a feeling of inadequacy; this can discourage you from starting the job at all. Continuous learning required for success. You want to always get better at your "key tasks" so that you can move forward in your career. The good news is, we are all teachable! Whatever skills you are weak in, you can practice and get better at them!

Some ways to improve:

- **Read** in your field every day. This could start with our product guide, **APPLAUSE** magazine or Career Essentials.
- If you do not like to read, be sure to **order** all the tapes available on our order sheet and listen to tapes! You can also take advantage of the tape library that I have. Why not make it a habit to take out a new one each week?
- **Attend** every seminar, workshop, meeting and conference available! Be sure to sit up front and take notes!!!

Of course, there is nothing as helpful as practicing your skills over and over: hold facials and classes, hold "practice" interviews on a regular basis (i.e. 2 to 3 times a week!) and you will gain confidence and skills quickly!

TR014

Motivate Yourself to Action!!

To perform at your best, you **must** become your own personal cheerleader! You become what you think about most of the time. Be sure you are thinking and talking about the things you want rather than the things you don't want! Your self talk every day must be positive and upbeat! Continually tell yourself things such as,:

"I CAN DO IT!!"

Here are the three special behaviors they have determined that top achievers have, all of which are learned through practice and repetition.

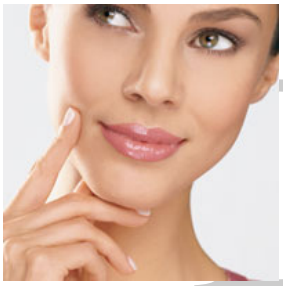
Top Achievers:

1. Look for the good in every situation.
2. Always seek the valuable lesson in every setback or difficulty.
3. Always look for the solution to every problem.

In addition, people who are upbeat talk continually about their goals and the future, not the past which they cannot change! Looking forward positively helps build your confidence and makes you feel more motivated to get started and reach your goals!

DRAFT

TR015



Secrets of a *Successful* Recruiting Strategy

The secret to a successful recruiting interview is to prepare for the CLOSING from the BEGINNING by analyzing, observing and listening.

Concentrate on her first.
- Ask questions about her current job and what she wants out of life
- Give examples of consultants you know who began Mary Kay for some of the reasons she listed (note: you have to listen to her answers to your questions about her!)

Describe something about yourself that she can relate to
- Family former job, obstacles, etc.

Provide Company information
- Keep it short and simple.
- The idea is to bring her to the closing feeling comfortable about the Company, not overwhelming her with a history lesson

Explain how simple it is to start
- Describe the Starter Kit
- Briefly discuss inventory
- Be prepared to respond to her concerns about this area

Answer all questions honestly.
- If you know the answer give it, if not, get back to her with an answer.

The closing should never be a surprise
- Never try to force a decision. She must make it herself
- Don't tell her what she should do. Instead, tell her what she CAN do!

Remember, when you close the interview successfully, you open the door for your new recruit to the beautiful Mary Kay Opportunity

TR016

How to avoid Cancellations!



It is inevitable in the direct sales business that sometimes an appointment will cancel. Because of that, you should eliminate any negative effects a cancellation might have on your business. Here's how!

- Book **two classes** for every one you want to hold.
- Don't book more than **two weeks** in advance.
- When booking, tell your hostess that you'll be **giving** her a terrific Mary Kay gift that she's sure to enjoy. This will get her excited about committing to hosting the class.
- Once the class is scheduled, **send** your hostess an information packet which could include a **Beauty Book**, **The Look**, your **business card** and even some sample dialogue she might use when inviting her guests. Tell her you'll be calling her for a guest list.
- Once you get the list from your hostess, call each guest to **confirm** and **preprofile**. This is a wonderful opportunity to introduce yourself and get the guests excited about the upcoming class.
- A week before the class, **contact** your hostess. Tell her that you've called everyone and share with her how excited her friends are about coming. Also remind her about the hostess gift she'll be receiving to keep **HER** excited about the event.

DRAFT

TR017

ARE YOU Dating Your Business?

(By Marsha Mings)

1. **Casual Dating**: no strong commitment, if your business "calls" for a date (meeting, facial), & you aren't already busy (washing your hair or watching your favorite TV show) OK. if it doesn't bother you.
2. **Steady Eddies**, you see each other" nearly every week at the meeting with some calls during the week, but your aren't ready to move into something more permanent, committed to each other, but you aren't really passionate. If something looks sparkly or tempting comes along, you and your business could "break up". sure you would be sad, but you'd find another "true love".
3. **Engaged**...you talk **EVERY DAY AND YOU ARE IN LOVE!!** Maybe your MK business has given you some presents (jewelry, pins, recognition) & you have "set a date" to really be committed to each other. How long will you be "engaged"? Six months before you reach your big goal? A year? Two years? Sometimes you get "cold feet" but you know this is how you want to spend your life so just hurry up and get married!
4. **Married**...throw the rice & cut the cake! You can't live with out your MK world!!! You are not just in giddy love with your business, you are truly committed through the highs & through the obstacles. You are entwined with your MK business & together you are planning a life together. Looking forward to the new cars you will have together. Raising children and putting them through school. & yes, retirement! Spending your "Golden Years" together taking trips & reminiscing about the good times you have had.

Where are you now?
Where do you want to be?

Think about your business as a relationship with yourself and decide what level you want to be at or if you want to move to the next phase!



YOU CAN DO IT!

TR018

Team Building Made Simple

- **Don't prejudge someone's response**. There are enough reasons to become a consultant there's a reason for everyone!
- **Keep it simple**.
- **Concentrate on the prospective team member**. Explain how the opportunity will help HER, not just how it will help you.
- **Don't be afraid of a lot of questions**. The more questions she asks, the more interested she probably is.
- **Don't be afraid of "no."** Everyone gets them. If you don't ask, you'll never receive a "yes!"
- **Always follow up**. Unless she gives you an absolute NO.
- **Don't be afraid of inventory**. Take time to go through each inventory option and let her decide.
- **Bring a guest to unit meetings**.

DRAFT

TR019

Customer Service is Key



The best salespeople work with their customers as facilitators and create a partnership that enhances the selling relationship. Your motivation for maintaining a solid relationship with your customers is powerful: it costs five times as much to attract a new customer as it does to maintain an established one.

"I sincerely hope that you're using all of the customer service aids available to you. And most important, remember to keep the Golden Rule your No.1 priority every time you communicate with your customers. That's service with style — Mary Kay style! " -Mary Kay

Customer service is key to building a successful business. Good service means more than answering the telephone when your customers call for a reorder. Thoughtful, little extras such as personally introducing new products or remembering her birthday, enable you to build a lasting relationship with your customer. Each one of your customers should be considered a valuable asset to your business. Although price and quality are factors in a customer's decision, it's great customer service that will keep them coming back and make your business successful!

Keep in mind that your customer is a potential:

- **Hostess** — Happy customers make the best hostesses.
- **Consultant** — These same customers make great Consultants.
- **Referral** — Customers who are enthusiastically sold will enthusiastically sell.
- **Reorder customer** — Your happy customers will want additional merchandise.

Your customer deserves:

- **Your appreciation** — Why not send her a thank-you note immediately after her first purchase?
- **Your genuine interest** — You might call her the next day and say, "I simply couldn't wait to see how your new skin care routine went this morning."
- **Continued attention** — Send her a card on her birthday. Call her regularly for reorders. Enroll her in the Preferred Customer Program.
- **To be asked for referrals** — This shows that you respect her judgment. You might say, "Do you have a friend who hasn't had her complimentary facial yet? I'd be delighted to be the first to introduce her to Mary Kay products."
- **Enthusiasm** — Make your customers the happiest customers in town. Take care of your customers and they will take care of you! Yes, there is competition, but the multiplying effect of happy customers is unbelievable.

Customer Service Tips

- Who answers your business phone? Remember, the impression your customers have of you must be without blemish. They are sophisticated ladies.
- Understand your customers' needs. Simply put yourself in their shoes! Treat them as you would want to be treated.
- What is the value of your customer records? They contain future bookings, team members and financial security.
- Remember, when there's a problem or complaint, the customer is always right! Think about her 20 friends who have 20 friends who all have 20 friends. They're all going to know how special and wonderful you are, or how awful. Respond to a complaint promptly and sincerely. Go the extra mile!

DRAFT

TR020



Gloria Mayfields' Warm Chatter

DRAFT

Hello may I speak with (contact name). Hello (contact name) this is (consultant name). I'm so glad I got you on the telephone. We met at (meeting place, day). You remember I am a beauty consultant with Mary Kay Cosmetics. I told you I was going to give you a call to find out if it is worth us spending some time and getting together. Do you have a quick minute? (If not, ask when would be a better time to call.)



Tell me (contact name), have you ever tried Mary Kay before? You have (haven't) great!

IF HAVE TRIED: How long ago was it? I'm so excited (contact name) that I'm going to have the chance to introduce you to the new Mary Kay. There have been so many changes and I know you're going to absolutely love it!



HAVE NOT TRIED: I'm so excited (contact name) that I'm going to have the chance to be the first to introduce you to Mary Kay. It is the best selling brand in the United States and I know you're going to absolutely love it!

From our conversation yesterday (contact name), I know that you work. What do you do? Let me tell you about me. I have built a customer base of busy, professional women. I cater to these women by making sure they feel pampered, keeping them supplied with products, and saving them time by delivering products to their home or office.



I'll tell you, people get together with me for three reasons. First, because they are really interested in skin care. Second, because they are interested in color cosmetic application. And third, they just like to be pampered with customer service. They really enjoy being taken care of. So tell me (contact name), which of those fit you? Really?

I have been challenged by my director to get the opinions of 15 women of the Mary Kay products in the next two weeks. Is there any reason why you couldn't help me with my challenge and get together with me for 45 minutes to an hour so you can give me your opinion?



Set appointment—using choices of times.

Get directions.

(Contact name), you can count on me being there. This is my business and I'll be there rain or shine. Let me give you my number so you can put it in your date book next to our appointment. I'll give you a reminder call a day or so before our appointment. I am so excited. We are going to do some great work together. I'm