TR021



Gloria Mayfield-Banks Booking Script

Hi _____ this is _____ with MK. I met you _____ at _____. I'm so glad I got you on the telephone. I wanted to ask you a couple of more questions about your skin just to see really if its worth our time getting together, because the last thing I want to do is waste your or my time. Do you have a quick minute just to find out if it's a good idea for us to get together? Great!

Let me just ask you a couple of questions. Do you have oily skin or dry skin? Really. What do you use now to take care of your skin? Great! How long have you been using ____? Excellent! I just love it when you ladies tell me that because there are excellent lines of skin care on the market. MK is one, _____ is another one and there are a couple of them out there. The beauty of it is that because you are using a good line now you are going to give me a great comparison to what you use and what we offer.

Have you ever had a MK facial before? Really Great! How long ago was it? Excellent! You will love the new MK and I'm proud to be the first to introduce you to the new MK.

You know what, I do my appointments on ____ and ___ and usually when I sit down with my customers for the very first time I spend a good amount of time with them. My feeling is this, if you determine that you love MK, I want to find out the kind of service you like to have. I am the kind of woman who loves to have good service when I'm paying my money and so I love to give good service when someone is paying their money. I don't know, are you that type of person? Great! Is speed good for you or do you like to take your time because I want to be the type of consultant you need me to be. OK Excellent

Let me just ask you something else, when I come over to your house many of my clients love to have girlfriends over because they get discounts for having more people there. Would you like to do the appointment by yourself, which is absolutely fine with me, or would you like to share with a couple of girlfriends? Whatever you want to do is fine with me. Some people like to share so they can get discounted products and some like to do it all by themselves, which works best for you? Really Great (set appointment)

Is there anything that you could see right now that could prevent us from getting together on ____ at ____? Although we are going to spend the majority of our time on skin care, do you love lipstick? I do. OK Great! If your appointment holds on _____, the original date and time, because I have scheduled appointments and I know you understand what that means, I'm going to give you a free lipstick of your choice when you hold this appointment on the exact date. OK

DRAFT

TR022



Draw the Line.

Watch Eyeliner Sales Jump Right Before Your Eyes

This is the perfect time to introduce eyeliners to customers who do and who don't wear this eye-enhancing cosmetic. This felt-tip Liquid Eyeliner goes on so smoothly, any novice can apply natural-looking, even lines with ease. Your customers will love this product because it provides the rich color of liquid with the control of a pencil.

Be knowledgeable about this product and gain more sales!

Here's what to say to teach your customers how to use it:

1. **Tilt your head** back slightly so you are looking down into the mirror
2. **Relax facial muscles** by slightly opening your mouth
3. Use the **very tip** of the brush to stoke the eyeliner evenly across the lid, as close to your lashes as possible
4. Start at the **inner corner** of your eye and continue to the eyelid's outer corner. If desired, line lower lashes starting at outer corner of the eye and continue inward.

TR023

It's About Sales!



The Hostess Is A Very Important Sales Partner



Reward your hostess for helping you, and she may be apt to do more to help you in the future!

Classes are the foundation of your business. Because you cannot possibly know everybody in your city, a hostess builds the bridge between you and potential customers. Therefore, be sure to reward a hostess for helping you sell more product.

- Every hostess should receive a gift from you; either from Section 2 or a PCP item just for coordinating the class and making sure guests are there. That's a big job and you should show your appreciation for her effort!
- Based upon the amount of sales she has from the class, your hostess will also earn hostess points toward free product. **Make SURE she knows this ahead of time**. If she is aware you will further reward her based upon sales, she may be more willing to invite guests who she knows will purchase products.



DRAFT

TR024

Procrastination Tip #3

20 percent of your activity will account for 80 percent of your results. People in society tend to naturally divide into the 80 / 20 principle. For instance:

- **20** percent of your customers will account for **80** percent of your business
- **20** percent of your tasks will account for **80** percent of your the value of what you do.

In other words, some of our tasks on that **TO DO** list are very low priority when we look at how they will move us towards our main goal. We tend to spend too much time on the low priorities in order to avoid "eating the frog", the one thing that would move us toward our goal faster! Therefore, you must resolve to spend your time doing the things that really count! This takes discipline!

Resist the temptation to do the small things first!

Yes, the hardest part of any task is getting started! You will actually feel more motivated to do the task once you begin if you know that it will help you accomplish your goals faster! You will have more satisfaction when it is completed, too!

For example: your list includes 1) putting labels on products, 2) making calls to birthday customers, 3) organizing your profile cards. Which item do you think would help you move towards your goal of $300 in sales this week? Why do we spend time doing the other things? (These should really be delegated to someone else!) Your ability to choose between the important and the unimportant is the key determinant of your success in life and work.

7 Habits

TR025

To help you become and STAY Successful!

- **Contact a potential customer or team member every day!** This business requires consistency and focus. The contact can be a post card, phone call, etc.
- **Do an interview each week.** It can be a power lunch (or breakfast), it can be a part of a facial or class; it can be part of making a delivery to a good customer. Make a habit of selling the opportunity EVERYDAY.
- **Be sure to fill out and turn in your weekly accomplishment sheet!** This tool is a great way to keep track of your sales and allows your director to know how to reward you with prizes, promotions, etc.
- **Finish whatever you start.** Don't try to do several things at once, you'll just find yourself with a bunch of half-done projects. If you're interrupted; go right back to the task at hand. Close the sale or get the activity on the book!
- **Use your voicemail wisely.** Make sure to return your customer calls as soon as you can! Voice mail is great for catching calls when you are out, but when you are in the "office" answer the phone!
- **Have a retail and team building goal each month.** Plan ahead and start at the beginning of the month. Your retail sales will dictate your wholesale orders and your profit.
- **Make sure that your weekly retail sales do not fall below $330.** This will ensure that you will reach star consultant status with a weekly profit and create the need to reinvest in your business so you have enough product on hand to service your customers.

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TR026

PROCRASTINATION TIP #2

PLAN EVERY DAY IN ADVANCE

Did you write your goals out? Do you know what you need to be doing to start toward your goals? Good! If you haven't done that yet, you need to stop and do it - these tips will do you no good if you are not clear on your goals! Like we say, you can't expect to get where you want to go if you don't know where you're going! And to get there, you will need a map! That's where today's lesson comes in!



How do you eat that "frog" ? One bite at a time! You need to break you plan down into step-by-step activities, and the begin on the first one! This means you need to spend some quality time planning! Our ability to think and plan out makes it easier to overcome procrastination. I promise, this is the hardest part of our 21 day journey! But every minute spent in planning saves as many as ten minutes in execution! It could save you hours in wasted time over the course of a week!



Start by making a list, and working from it! If something new comes up, add it to your list before you do it! The best time to make your daily list is the night before so you can hit the ground running in the morning! This will get you going in the right direction immediately without wasted time in the morning! Nothing makes you feel worse that running around "putting out fires" for half a day, and then realizing that you didn't get done the most important things for that day!

You will need different lists for different purposes:

MASTER LIST

This if the first list you create; write down everything you can think of that you want to do sometime in the future. You can add to this list as time goes on.

MONTHLY LIST

Make this up at the end of the month (for instance, this week!) for the month ahead. Transfer any items from your master list to this one if appropriate.

WEEKLY LIST

Plan your week in advance; I like to sit down on Sunday and plan the upcoming week out. This is your "TO DO " list, but you will need to have your weekly calendar handy to make sure you can fit everything in!

DAILY LIST

Finally, you will transfer items from your monthly and weekly list to the daily list you do each night. Keep in mind your goals, and try to put items on the daily list that will move you toward your goals! I suggest doing a separate "personal" and "business" list.

You will be surprised how much your productivity improves when you always work from a list! You will develop a sense of forward momentum that will enable you to overcome procrastination!

DRAFT

TR027

Procrastination Tip #1

Single Handle Every Task

Every bit of planning, prioritizing, and organizing comes down to one simple concept:

JUST DO IT!

Your ability to select your most important task, to begin it and then to concentrate on it single-mindedly until it is complete is the key to higher levels of personal productivity.

Single handling requires that once you start a task, you keep at it until it is 100% complete. You do not let yourself get distracted, putting the task down and then starting over again, and keep urging yourself on to get back to work! By doing this, you can actually reduce the time required to complete a task by 50% or more.

Once you have decided on the most important task at hand, anything else you do is a relative waste of time! It is not getting you any closer to your goal. This ability to stick with it is also called "self - discipline", and can described in this way, "The ability to make yourself do what you should do, when you should do it, whether you feel like it or not!"

Persistence is self-discipline in action. The more you persist on a major task, the more you will like and respect yourself - building your self esteem. You will become a stronger, more competent person by building yourself up, therefore becoming more productive.

So take action today! Decide on your most important task, launch into it, and stick with it till completed!

DRAFT

TR028

Procrastination Tip #7

CONSIDER THE CONSEQUENCES

Director Judi Tapella

How important is that task on your to do list? The truly successful people in this world can determine the importance of a task, the potential consequences of doing or not doing it! How will it affect your "end result" desired?

Long term thinking improves short term decision making.

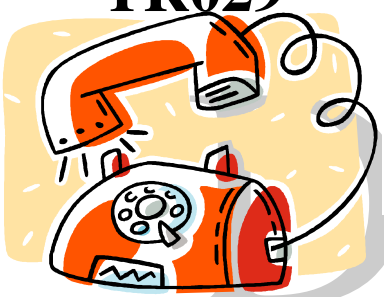
Always ask yourself before beginning a project: What are the potential consequences of doing or not doing this task? What we do today certainly determines the outcome of our future! The clearer you are about your future intentions, the more clarity you will have in the present to make decisions.

Successful people are willing to delay gratification and make short term sacrifices now, so that they can enjoy greater rewards in the future! You've hear us talk about how the months of DIQ qualification are intense and stressful at times; but it's only short term stress - in the end it will be well worth the effort you put in! The same is true if your goals are as simple as consistently selling $500 a week! You may not always feel like making phone calls to book or sell, but once you get going and get the "yeses" you realize the discipline it took was worth it!

What other things can add up to your future success? Following a weekly plan sheet and putting in X hours each week either calling for bookings, holding appointments, or making "On the Go" deliveries; reading regularly in your field to educate yourself (start by re-reading your Career Essentials and Product Guide!); attending meeting EVERY week; making all company trainings and events a priority!

When faced with a "**TO DO**" list, get in the habit of asking yourself which item if done would have the greatest positive impact on your goals? Then get to work and do it!!!!

TR029



Full Service Calls

The purpose for your call is to check to see how you can help your customer.

"Hi, Mary, I am calling today because one of my focuses this season is to provide better customer service. Do you have a couple minutes for me to ask you a few quick questions? I know, Mary, that I have mentioned this in the past, but I always like to ask if anything has changed where you might be interested in a little information about how you could have a business alongside your family and all the activities you are involved in. So, Mary, if you could have a business you can do alongside your family, would you be interested in knowing more about it?"

If they say no, then share about your current hostess program by painting a picture why everyone will want to know about your products. Let her know how excited you are to introduce your products to others. "I am really excited about our product line this season. Is there a time in the next couple weeks where I could come over and show you and your friends our current line? Would you like to know about our wonderful hostess program?"
If they say no, then just ask, "Can I offer you my personal shopping service where I set up an appointment with you so that you can see what is new and receive our current catalog?"

At the end of the call, ask if they would like you to call her back in the future with new product information. And, don't forget to ask for referrals to others who would be interested in hearing about your business opportunity and products. "Do you know anyone who might not know a Mary Kay consultant or how to get in touch with me if they wanted?" Complete your call by thanking her for her time and telling her how much you appreciate her and her loyalty to Mary Kay products and your business."

TR030

What is On The Go?

An **On The Go** appointment is a quick, 15-minute appointment that uses products designed to tempt. The products get your customer excited so she buys what you have to sell. You can hold an **On The Go** appointment in your customer's home on your way home from work, in her office during the lunch hour, anytime she has 15 minutes to spare.



On The Go is not just a concept -- it's an activity. It includes an opening, a body and a close.

- In the **Opening** you ask your customer to share a little about herself, such as her name, where she lives, etc. if you have just met.
- The **Body** includes showing the product. For instance you could demonstrate the Miracle Set by having her try the products on her hand or spray fragrance on her wrist.
- During the **Closing**, ask your customer for her opinion of the product.

On The Go appointments are simple, fast and fun! And you can do them anytime!

DRAFT

TR031

Take FULL Advantage of the

It cannot be made easier for you to present a professional, exciting sales promotion to your customers! The Preferred Customer Program is loaded with items for **YOU** to provide to **CUSTOMERS** to help them learn about new products and **ORDER** more! This quarter, don't hesitate to sign up for these sales help items and **INCREASE** your sales!

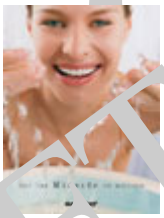
DID YOU KNOW?

Consultants who participate in the Preferred Customer Program boost their businesses by an average of more than 30 percent!

- Approximately **50 percent** of customers will increase their purchases or buy earlier in order to receive the free gift.
- Customers who receive more than six mailings a year from their Independent Beauty Consultant spend, on average, **75 percent more** annually than customers who receive two to three mailings a year.
- More than **93 percent** of the members of th Queens' Courts of Personal Sales use the Preferred Customer Program to help them reac their goals.



Beauty Book



Special Brochures



Post Cards



Look Book



Website eCards

TR032



Your customers count on YOU to know about the products you are selling! Here's some information to keep you up to date on . . .

Age-Fighting Eye Cream

- **Use**: It is recommended to apply this cream only on the brow bone, underneath the lower lashes and at the outer corners -- **NOT** on the eyelids. This allows ingredients to be delivered to the areas where they can be most beneficial and minimize irritation in the sensitive eyelid area.
- **Application**: In the morning, apply the cream after the moisturizer from corner to corner under the lower lashes and then at the corners where fine lines appear. Avoid the eyelids since it will have a negative effect on the "staying power" of eye color and eyeliner throughout the day.
- **Benefits**: The eye cream is formulated with anti-aging benefits that dramatically minimize the appearance of fine lines and wrinkles caused by the sun, stress and fatigue. It moisturizes for up to 10 hours!



Product Knowledge Tip

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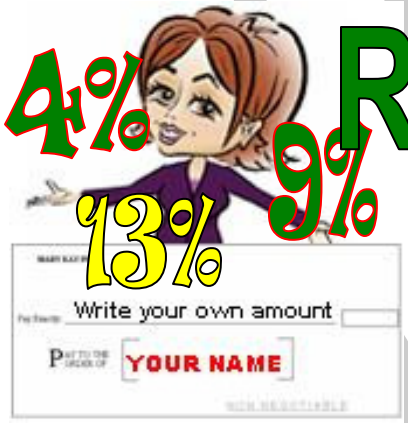
TR033

DRAFT

TR034 U.S. ONLY

What Exactly Is A . . .

Recruiter's Check?



You've seen the section in the newsletter for the 4, 9 or 13% recruiter check, but have you ever wondered what that really represents?

The recruiter's check is a commission from Mary Kay for anyone who shares the opportunity with others.

- If you are a **Senior Consultant** or **Star Team Builder** (Red Jacket), you earn 4% of the monthly wholesale orders of your team members.

Example: If your team members order a total of $900 for the month, your recruiter's check is $36! If they order $50, then your check is $2!

- Once you become a **Team Leader**, you can earn 9 or 13%! But earning 13% takes a combined effort of you and your team.

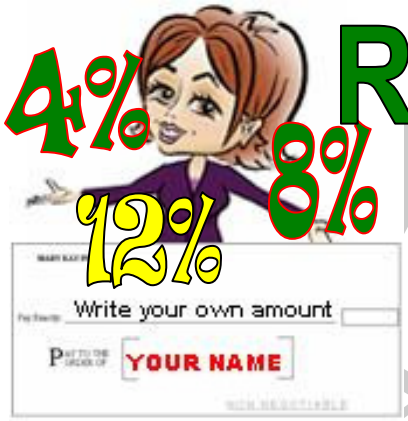
Example: To get 13%, you must have **5** team members order **at least $200** in a month **AND you order at least $600**; then you receive 13%. Any other combination and your check will be 9%. That's why I say it's a combined effort of you and your team for you to earn 13%.

- Even though I am a **Director**, I still earn a commission from Mary Kay for the wholesale amounts my **PERSONALLY** recruited consultants ordered in the month. And if I have 5 personal consultants who order at least $200 **AND** I order at least $600, then I earn 13% of their wholesale amounts, otherwise it is 9%. *The check I receive for being a Director is not reflected in this amount. So any amount listed for a Director is only the personal recruiting commission.

Example: I have 8 personal team members order a total of $1,000 in a month and I ordered $600. Yet only 4 of the 8 ordered $200 -- that means my recruiter's check is only $90 (9% of $1,000).

TR035 CANADA ONLY

What Exactly Is A . . . Recruiter's Cheque?



You've seen the section in the newsletter for the 4, 8 or 12% recruiter cheque, but have you ever wondered what that really represents?

The recruiter's cheque is a commission from Mary Kay for anyone who shares the opportunity with others.

- If you are a **Senior Consultant** or **Star Team Builder** (Red Jacket), you earn 4% of the monthly wholesale orders of your team members.

Example: If your team members order a total of $900 for the month, your recruiter's cheque is $36! If they order $50, then your check is $2!

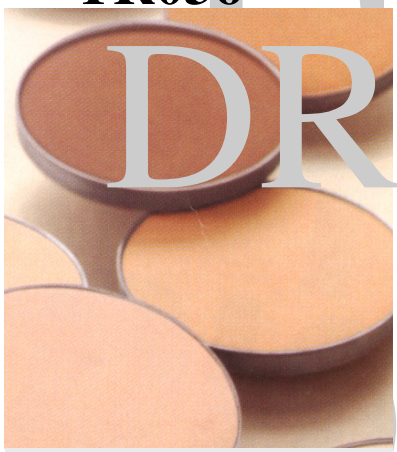
- Once you become a **Team Leader**, you can earn 8 or 12%! But earning 12% takes a combined effort of you and your team.

Example: To get 12%, you must have **5** team members order **at least $200** in a month **AND you order at least $600**; then you receive 12%. Any other combination and your cheque will be 8%. That's why I say it's a combined effort of you and your team for you to earn 12%.

- Even though I am a **Director**, I still earn a commission from Mary Kay for the wholesale amounts my **PERSONALLY** recruited consultants ordered in the month. And if I have 5 personal consultants who order at least $200 **AND** I order at least $600, then I earn 12% of their wholesale amounts, otherwise it is 8%. *The cheque I receive for being a Director is not reflected in this amount. So any amount listed for a Director is only the personal recruiting commission.

Example: I have 8 personal team members order a total of $1,000 in a month and I ordered $600. Yet only 4 of the 8 ordered $200 -- that means my recruiter's cheque is only $80 (8% of $1,000).

TR036



The Perfect Finish

Help your customers get the *best* look from their foundation!

The Right Choice:

- Foundation with good coverage, a natural look and feel
  (Luminous & Matte)
- Natural look while covering skin imperfections
  (Mineral Powder)
- Great coverage and fabulous finish in one step
  (Cream-to-Powder)
- Sheer coverage
  (Tinted Moisturizer)

A great finish starts with great skin care. Smooth, balanced skin is important in achieving even coverage. So remind your customers to use their TimeWise, Classic or Repair products -- especially moisturizers.

Although foundations can be applied with the fingertips, the pros prefer using a damp cosmetic sponges or foundation brush for more even coverage. Have your customer lightly mist the sponge with water then squeeze it to distribute moisture evenly. Then apply the foundation by dabbing it on the center of the forehead and cheek areas, blending outward. The final blending strokes should go downward so fine facial hairs lie flat.

Special Tips for Oily Skin:

- Start with great skin care that is customized for oily skin.
- Suggest the use of Oil-Free Hydrating Gel plus Oil Control Lotion and Oil Mattifier (use a very thin application) before they apply their foundation, and Beauty Blotters Oil-Absorbing Tissues throughout the day to maintain a fresh look.

What can I tell my customers who want additional coverage?

- One of the beautiful benefits of our foundations is the buildable cover they provide. This gives customers maximum flexibility to get the coverage they want
- Just have them apply the foundation, wait until it is dry and then apply another application!

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TR037



Your customers will appreciate this logical, professional response and you will avoid any misunderstanding with licensing authorities.

Many states have laws in place that require licenses for individuals who physically apply cosmetics or cosmetic treatments to others -- with the hands or mechanical devices, including brushes or applicators.

Even if you are a licensed cosmetologist, you should still avoid touching or applying cosmetics to the customer, as this practice can lead to misunderstandings in the minds of customers, other consultants and licensing authorities!

Follow these tips to help you avoid any possible complications:

- If a customer insists upon you applying the cosmetic for her, I recommend a polite explanation that the Mary Kay concept is to ***teach*** the customer to do it for herself. This is so the customer can repeat the procedure at home!
- Demonstrate on yourself the proper technique so the customer can see again how to apply the product.

TR038

Adventurous Ideas for Spring Sales

If you are enthusiastic about glamour, it is sure to spark excitement at your classes this season! Stir up excitement in your customers with innovative production introductions and fun-filled selling techniques like these!

Make it FUN!



Before your class, tape an eye pencil under the chair of one of the guests. When you're ready to introduce glamour, spring your surprise!

"Now, because you're such a fun group, I've placed a surprise under one of these chairs . . . Let's see who has it!" What a great way to lead into glamour products!

Fresh, new ideas can turn into profits this season. So be adventurous! Have fun at your spring classes and watch your enthusiasm spread!

Let them WIN!



When setting up for the class, hang a bag on each chair. The glamour of the bag will set a mood from the moment guests arrive. And who wants to go home with an empty bag?

Offer incentives to those who buy increasing amounts of glamour. For purchase of **$5-10**, present a cosmetic sponge. For **$11-20**, offer a beauty blotter. Or choose your own levels. Set up a display of gifts you'll give, and let guest know how to win them. **Just keep your incentives inexpensive.** These little gifts just help customers make up their minds!

DRAFT

TR039

Yeah TEAM! Building

What to say to a potential new team member!



By Senior NSD
Kathy Helou

1. Are you happy with what you are doing? Do you want to do it for the rest of your life?
2. You are so sharp! I would never forgive myself if I passed up the opportunity to give you my business card and tell you about what I do.
3. I am always looking for women who would like to teach skin care and I'd love the opportunity to tell you about what I do. Have you ever tried our wonderful products?
4. I'll bet this is not the first time you've been approached to become a Beauty Consultant with Mary Kay, is it? You are so attractive (or whatever it was that drew your attention to her). Do you have a Beauty Consultant right now? (If she does, suggest she ask her Consultant about the career opportunity).
5. I couldn't help noticing how efficient you are at what you do. You'd be great doing what I do! I teach skin care with Mary Kay, and you are exactly the kind of person I'm looking for!

Talking to potential customers should become natural for you. There are many opportunities to bring up the business opportunity.

TR040



Product Sample Follow-up Dialogue



You have given out the product sample and you have the potential customer's name and phone number. Now is the time to call and follow-up with her. What do you say? Here's a simple dialog that you can use as the basis for follow-up to any product.

Hi, Sally, this is Pam Besteder with Mary Kay. We met yesterday at the airport. I'm excited to follow up on the sample eye cream that I gave you. Have you tried the product yet? Were you able to notice the visible difference? I would like to be your Beauty Consultant and introduce you to all the great products we have!

Can we go ahead and set a date this week? I can see you on Wednesday at 7 p.m. or Thursday at 6 p.m. Which is better for you? And, if you share the experience with friends, you'll receive a wonderful gift from me.

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