TR079

Success is measured in 3s. If you PLAN to focus on these items EACH WEEK, you CAN earn cars, stars, recruits, and have a high income!

3 CLASSES

Classes are the foundation of your business. A class is the hostess and at least 2 other guests. Including outside orders, sales must be at least $200.

3 INTERVIEWS

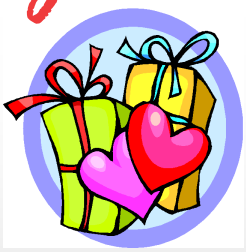
An interview is sharing with others the facts about the business. Determine to ask 5 people a week if you can share with them some information. That's all there is to it! **ASK!**

3 HUNDRED

In addition to class and facial sales, strive to have at least $300 in reorders, website sales, On-the-Go, etc. Use samples as a way to sell more product.

TR080

What to do JANUARY  To help increase sales in February!



- Begin mailing **Valentine's Day fliers and post cards** to male customers to offer your gift-giving services. Then follow-up the **FIRST WEEK** in February to take orders.
- If you have any Chinese customers, remind them that for their **Chinese New Year** in February, you have a wide variety of gift options to choose from.
- Contact established customers to remind them it's time to **reprogram** their **skin care**. With colder weather, it may be time to begin using products that offer more moisture.
- Begin scheduling February facial follow-up appointments and offer a special discount for the purchase of any "redlike" product to celebrate Valentine's Day. (Example: Red lip colors, pink eye shadows, etc.)

With advance planning you can find more opportunities to sell next month. Ask me for more ideas to help you sell, sell, sell!

TR081

What to do in . . . FEBRUARY To help increase sales in March!



- There really isn't an "occasion" in March to market your products to customers like there is in February for Valentine's Day. However, some people do celebrate St. Patrick's Day.

Here's something different to try:

- Find clipart of a 4-leaf clover and make 5 copies. Then find a 3-leaf clover clipart and make lots of copies. Plan to randomly put a clover in each product delivery bag in March.
- When you deliver the product, tell customers that if their bag has a 4-leaf clover, they get something extra from you. You decide the prize (dollars or percentage off, or a section 2 gift -- whatever you decide to provide).
- Begin scheduling March facial follow-up appointments for new skin care customers (*those who began the skin care in January*). It will be about 8 weeks since they began using the product and it's time for their check-up.

With advance planning you can find more opportunities to sell next month. Ask me for more ideas to help you sell, sell, sell!

TR082

Winter Skin Care Tips

Make sure to know the answers to questions your customers may have about winter skin care. If you want to sell more -- know more!



Question: I've heard that hot water dries the skin. What about taking hot baths and showers?

Answer: According to many dermatologists, hot water is a leading cause of dry skin in the winter. Recommend to customers that they take shorter baths and showers and use comfortably warm water ... not hot. (***Product suggestion***: Body Care Collection cleansing products leaves skin soft and doesn't strip skin of natural oils like some soaps can.)

Question: When should a customer use Extra Emollient Night Cream versus Intense Moisturizer or Hydrating Gel versus the Advanced Moisture Renewal Treatment Cream?

Answer:

- **Moisture Renewal Treatment Cream** is a rich cream product containing special emollients that enhance the skin's ability to retain moisture and helps to keep skin resilient, firm and elastic. It replenishes essential intercellular lipids and offers moisture-retention benefits.
- **Intense Moisturizing Cream** lasts for up to 10 hours to infuse a marine extract, Vitamin E and minerals that help nourish skin.
- **Oil-Free Hydrating Gel** is for customers with normal/oily skin that helps keep their skin moist (even though they have oily skin).
- **Extra Emollient Night Cream** is for very dry skin used to maintain the natural moisture of the face. Can be used on the face as well as on the body.

TR083

What to do in . . . MARCH



To help increase sales in April!

- Visit local businesses to see if they have plans for gift giving to their Administrative Professionals for their special day. It's celebrated on April 25th.
- Since this holiday is celebrated to thank the administration staff for a job well done, consider offering gifts that are not too "personal" in nature.
- Put together some sets of hand cream, body lotions, etc. You might even consider offering a gift certificate.
- Begin scheduling April facial follow-up appointments for new skin care customers (*those who began the skin care in February*). It will be about 8 weeks since they began using the product and it's time for their check-up.



With advance planning you can find more opportunities to sell next month. Ask me for more ideas to help you sell, sell, sell!

TR084

How to Deal With Discontinued Items

When the Company decides to discontinue products, it could be troublesome for you or your customers -- but it doesn't have to be. I hope you are being wise in your inventory purchases by keeping a limited product line of just the products you regularly need to meet the needs of your customers.

In the event that a lot of your customers use a discontinued item, I want you to be prepared with the skills to maintain customer loyalty **AND** continue selling to increase profits.



Here's how: Provide GREAT customer service!

- Tell your customers **RIGHT AWAY** when you find out about a discontinued product. This will give them an opportunity to stock up. If you don't have very many on your shelf, offer to purchase a 6-month supply for them.
- Once you've supplied them with enough product to get by for a while, you can begin to show the benefits of the new product and encourage them to use it when their current supply runs out.
- In doing this, you can ease them away from discontinued products, showing you care about their needs.

This is your business and you need to be fully prepared to flow with the change in products and help your customers who are impacted by the change.

Plan to SUCCEED

If you FAIL to PLAN, you are definitely PLANNING TO FAIL!

Often, it's hard to know how to make a plan to begin building your business. What do you focus on? Is it sales or classes; reorders or facials? **It CAN be very confusing.** My suggestion? Start small, with manageable goals and then grow as you gain more confidence.

To help, I have come up with this guide to help you get started. If you will **plan** to do each of these each week, I guarantee your business **will grow**.

Each piece is vital for a growing retail business. You cannot hold classes and facials without customer contact; and without customer contact, you cannot sell. And **SELLING** is the reason you are in this business, so you can make **MONEY!**



DRAFT

New Customer Contacts:

- Even if you have a few customers now, getting more will sustain your business. Once you have a customer on the skin care, then **REORDERS** will be the focus of that business relationship.
- To find new customers, do what you do everyday already, but with a purpose.
- **PLAN** to purchase everything you can with your Mary Kay checks or credit card. The MK logo on those items can prompt someone to ask if you sell Mary Kay. Then the door is open to offer her an opportunity to see the products you sell.
- Your goal in any customer contact is simply the **CHANCE** to get her to try your product. That's it. If she purchases -- that's great. But you **FIRST** need to let her see and feel what you have to sell.
- Get to this point and you've succeeded.

Parties and Facials

- Women are busy today and may not have time to hold a party or facial.
- Don't over-pressure yourself by starting out your plan with more than 1 of each on your books each week. If you set your goal too high and then don't reach it -- you may become discouraged.
- Start with 1 of each and become comfortable with making room in your schedule for them.
- Then, once you become more skilled at the presentation, you can **PLAN** to add more to your schedule.

Retail Sales

- Any sale is a success. Sell a lipstick and you're in business.
- It's not important the amount of the sale -- what is important is that you **PLANNED** to sell and you did.
- Do you think that McDonald's is upset when a customer only orders a small fry and drink? No! They've made money just with that small order.
- You cannot control how much a customer purchases, but you can control if you give her the option to purchase.

TR086



The Visible Difference

Before and after pictures carry a lot of impact. To take advantage of the power of pictures, compile a portfolio (a small, inexpensive photo album the size of a recruiting notebook) of before and after photos of customers you ask to be models for you.

Then you can say to anyone, anywhere (after introducing yourself as a Mary Kay Beauty Consultant), that you would love to have their before and after photo in your glamour portfolio.

To begin to compile your portfolio, at a class or facial, take a photo of your customer with a "bare" face and then one with full makeup. Next to the photo in the portfolio, include their name, age group (25-30, 35-40, etc.) and a comment from the customer about her new look.

This is a great way to book because prospective customers can surely relate to someone in your portfolio. In addition, tape an envelope to the back of the portfolio filled with your business cards. Write on the back of the cards "You may receive $5 off anything in my collection if you allow me to include you in my Before and After portfolio, or $10 off if you bring a friend!"

TR087

What to do in . . . APRIL — To help increase sales in May!

DRAFT



- Call every man you know who has a wife or a mother and give him some good news! You can help him with the stress of buying a Mother's Day gift!
- Put together 2 or 3 examples of gift baskets and let him choose. Then set up a time you'll deliver his basket to him.
- Since most men wait until the last moment to purchase, make sure to have baskets ready to sell on a moment's notice the closer it gets to Mother's Day.
- Also make sure your current customers know you will be available for Mother's Day gift giving. Offer an incentive for ordering early.
- Begin scheduling May facial follow-up appointments for new skin care customers (*those who began the skin care in March*). It will be about 8 weeks since they began using the product and it's time for their check-up.

With advance planning you can find more opportunities to sell next month. Ask me for more ideas to help you sell, sell, sell!

TR088

What Will You Say When You ... *Call to Follow-Up?*



Sometimes it is hard to know exactly what to say to a customer when calling about receiving the Preferred Customer Mailing. Try these:

Hi Doreen, this is Karen. I'm glad I caught you, because I want to see if you received your Preferred Customer mailing yet. You did? Wonderful! I know you'll love some of the new products. I'll be happy to come over and show them to you. When can we get together? Great! I have a gift for you your order reaches a certain amount!

--OR--

Doreen? This is Karen. I'm calling to see if you received your Preferred Customer mailing. I hope you've had a chance to look through it and see our exciting new products. I see from my records that you're getting low on your TimeWise cleanser and since it's getting warmer [or cooler], I think it's time for a reprogramming of your skin care and foundation color. Do you want me to bring another over? It'll give me a great opportunity to also show you some of the new products I have.

Your goal in using the Preferred Customer Program is to lay the foundation for a sale. Selling product is the reason you are in business. All the facts point toward success when you make the most of the PCP mailing.

Please prepare to follow-up with each customer for a potential sale.

TR089

DRAFT

DRAFT

TR090



Wanna Sell More Fragrance?

You are your best advertisement, so always wear a Mary Kay fragrance. People are not shy about commenting on someone's fragrance, and it could be a great conversation starter!

- At classes or collection previews, always ask if anyone is sensitive to fragrance -- don't' demonstrate fragrance if someone is sensitive.
- Set aside a retail-size bottle for sampling. (Remember, the eye buys!)
- Begin focusing on your fragrance sales in October for the holidays and then again early January for Valentine's Day. In October and November customers are buying for others and, of course, Valentine's Day is a great occasion to give a fragrance gift.
- Keep a record of your customer's favorite fragrance. Then, when her birthday or anniversary comes around, you can call her husband and say, 'I have a fragrance that I know she likes. I could put together a beautiful gift basket for you."
- When selling gift sets, start with businesses you use personally. For example, your physician's office or your accountant.
- Stock up on limited-edition items to sell throughout the year.
- Take a gift set with you to every selling opportunity (even when you are delivering an order). Customers will see how easy you can make their gift-giving.

DRAFT

TR091



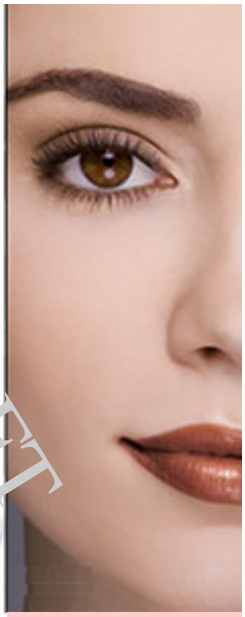
How Diverse is Your Customer Base?

To be successful in selling skin care and cosmetics and to widen your influence for sales, you need to make an effort to seek out and service customers of other ethnic groups.

Here's how you can break the color barrier in your business:

Excuse me, my name is Pam and I am a Beauty Consultant with Mary Kay Cosmetics. I am working to be an expert in consulting on all types of skin types and tones, yet I haven't had the opportunity to work with a woman of your ethnic background. I would love to gain experience in selecting the best colors for your skin tone. Is there any reason why you couldn't allow me to facial you which will help increase my skills and give you a chance to try my products?

This is just a suggested script. You can reword this anyway you want to suit your needs.



1. Set the date for enough time to order glamour samples for her skin tone.
2. Don't turn this facial into a class. Really focus on learning about her needs.
3. For her help, give her an eye, lip or cheek color that she likes best (or whatever you feel like providing).
4. It's all about selling and this is a great opportunity for you.

DRAFT DRAFT DRAFT

TR092

Tapping the Fountain of Youth!



There is a huge market out there for teenage skin care and cosmetic sales. To feel good about themselves, teen girls believe they need to look good and this is where you can help. Get referrals from parents who are customers. They know better than anyone the importance of good skin care. Suggest to moms that they get their girls started on the Velocity skin care Program .

Here's more information that can help you market to teen:

- Most teenage girls like a natural glam look and prefer powder over cream blush and lip gloss over lipstick.
- When selling to teens, include the parents whenever possible. Maybe you can offer to do a slumber party to give a facial to a birthday girl!
- How about offering to makeup the local high school drill team? Most teams have a coordinated look in hair and jewelry, why not makeup?
- Local pageants also represent a great opportunity. Pageant parents spend thousands of dollars grooming their daughters to become winners and are likely to spend more for quality skin care products and cosmetics.

TR093

Cold Call Guidelines



DRAFT

Mary Kay always felt that one of the best ways to meet potential customers and team members was through conversational booking. In her experience, personal, face-to-face contact was the most effective.

However, you may make an initial contact for sales or recruiting over the phone and should be aware of regulations covering that activity.

In the U.S. it's the Telephone Consumer Protection Act of 1991 (effective in December 1992) and in Canada its the Canadian Competition Act (1985). These laws shouldn't affect your ability to contact your current customers, potential recruits or customers you have had prior contact with.

If you make your initial contact by phone and she says she is not interested in the products or the opportunity and requests not to be contacted again, you should note this and maintain a list of those who do not wish to be contacted again.
Make sure to honor the request.

As an Independent Beauty Consultant, you are responsible to follow all laws concerning customer contact.

If you would like more information about this, contact the Mary Kay Legal Department who can help you.

TR094 U.S. VERSION

Develop Your Supporting Cast

DRAFT

Become good at being a Co-STAR Recruiter

Mary Kay's dream is shared when you offer someone the opportunity because of the possibility to enrich their life. Sharing also enriches your life because the Company has rewards for **YOU** when your new team members begin to experience success in their business.

How much inventory a Consultant begins with is her decision. But when she begins as a Qualified Consultant, it helps you earn more bonuses.

For instance, did you know . . .

- If you are a Sapphire Star Consultant during a star quarter, every new, Qualified* team member you add earns you 600 additional star credits?
- Once you become a Sr. Consultant, you earn a 4% recruiter's check on the wholesale orders from your team.
- As a Red Jacket, you earn a 4% recruiter's check. Starting with your 4th active team member, you can also earn a $50 Team Building Bonus.
- As a Team Leader, you earn either a 9% or 13% recruiter's check based upon the number of your team members ordering $200 in a month as well as your $600 order.

Developing your supporting cast by helping them learn to sell will enrich their lives and yours!

*Qualified. *$600 order placed in the same month or following month that the New Consultant's agreement is accepted by the Company.*

TR095 CANADIAN VERSION

Develop Your Supporting Cast

DRAFT

Become good at being a Co-STAR Recruiter

Mary Kay's dream is shared when you offer someone the opportunity because of the possibility to enrich their life. Sharing also enriches your life because the Company has rewards for **YOU** when your new team members begin to experience success in their business.

How much inventory a Consultant begins with is her decision. But when she begins as a Qualified Consultant, it helps you earn more bonuses.

For instance, did you know . . .

- If you are a Sapphire Star Consultant during a star quarter, every new, Qualified* team member you add earns you 600 additional star credits?
- Once you become a Sr. Consultant, you earn a 4% recruiter's check on the wholesale orders from your team.
- As a Red Jacket, you earn a 4% recruiter's check.
- As a Team Leader, you earn either a 8% or 12% recruiter's check based upon the number of your team members ordering $200 in a month as well as your $600 order. Starting with your 5th active team member, you can also earn a $50 Team Building Bonus.

Developing your supporting cast by helping them learn to sell will enrich their lives and yours!