

It only takes 2 seconds to make an impression. What impression are you making? Great information for everyone. Summer time is here and I realize that the company has relaxed our dress code so we don't have to wear hose. However, it is still **the proper Mary Kay attire is to always wear a dress/suit/or skirt** (modest length and flattering) **to every Mary Kay Event**. I suggest you invest in a good quality black skirt and purchase the Mary Kay black beauty coat and wear it to all MK events until you earn your Red Jacket by becoming a Star Recruiter. You can wear them to your Success Training events and while out running your daily errands. You really look professional and sharp...be sure you have your business cards and samples in your pockets. Be prepared for success!!

Make your impression the best impression. As NSD Gloria Mayfield-Banks says, "Is your makeup and hair slamming?!?!?" We are in the beauty business. It's important that people see you as a professional by the way you dress. Share this with your new team members too.

Regarding your guests at our success meeting events, be sure to inform her of how we are all professionally dressed so she can dress accordingly if she so chooses to do so. Our guests are not required to wear a dress/skirt but we still want to project the Mary Kay Image ourselves by adhering to Mary Kay's request. I would rather educate my guest as to what to expect she will see and do and let her make the decision how she wants to dress rather than not educating her and she be embarrassed when she walks into the room and be underdressed. We want our guests to feel comfortable and that is done by informing her as to what she can expect beforehand.

"Let those who have ears, let him/her hear!"

Image & Etiquette

The Mary Kay Image **Success Meeting Etiquette**

Meeting etiquette from NSD Pat Fortenberry

1. **LEAVE YOUR TROUBLES AT THE DOOR AND ENTER WITH A SMILE...** life is 10% what happens to you and 90% of your attitude towards it. Nobody benefits when you are in a bad mood, not even you. Obstacles can be discussed with your Director before the meeting. Obstacles in MK are usually a sign for more skills-training or you're just playing out the numbers.
2. **NEVER TALK TO OTHERS WHEN SOMEONE ELSE IS TALKING.** It is very rude because it tells the speaker what they have to say is not important enough. Plus it is distracting for the speaker and can make her fumble through her own thoughts. Pass a note discreetly if you have to get a message to someone right then, or write a note to ask her after the meeting. When you talk to a guest and try to explain what is happening then she misses the next point, then you'll have to explain again. Raise your hand if the Director needs to explain something to your guest - another guest may benefit from the question too.
3. **NEVER INTERRUPT A SPEAKER,** especially to publicly correct her while speaking. We all make errors when on a roll, for example to say "facial" when you mean "class." Unless it is a misrepresentation of our company, talk with her afterwards. Raise your hand if what you have to say is important, so the speaker can finish her point.
4. **ALWAYS COME DRESSED PROFESSIONALLY.** We all know what day our meetings are and so get professionally dressed with you leave the house or always bring a change of clothes on meeting day in case you are running late. Mary Kay asked that we wear a skirt, dress or suit **that looks professional.** Sundresses and jumpers don't usually fall into the professional attire. Think, "What would an attorney wear to the courtroom?" Wear the same suit every week until you become a Red Jacket. This is a business even if we work it part-time. We want to recruit business-minded women who would be intrigued by a room full of sharp women.
5. **BE WILLING TO HELP THE DIRECTOR SETUP AND PACK-UP.** The more help we get, the more we can bring to make the meeting a fun celebration. Helping out also gives her a chance to answer questions for Consultants before the meeting and to speak with guests after the meeting.

6. ATTEND MEETINGS WITH THE ATTITUDE OF WHAT CAN I CONTRIBUTE. The more you put into it, the more you will get out of it. This counts for meetings too. Be a greeter. Be sure to say hello to everyone new first, then talk with friends. Sit with someone who looks brand new. Accept the weekly challenges and work towards meeting that goal each week.

7. SCHOOL IS NEVER OUT FOR THE PRO. Always have an attitude of wanting to learn more. Know-it-alls are the National Sales Directors and Million \$ Directors, and they would be the first to tell you that they are still learning new ideas every day. If you are not where you want to be, then you could still learn more. Sometimes you just have to hear an old idea again that could spark your fire.

8. SUPPORT YOUR DIRECTOR. Never complain to other Consultants if your Director is not running HER meeting the way you would run yours. She must be doing something right - she is a Director and she earned the position. If you have suggestions, then maybe you could share them with her on another day. But remember it is HER meeting. As a Director, you will get training on how to hold meetings and then they can fit your personality. Stop other consultants from complaining too.

9. CLAP LOUDLY AND BE EXCITED FOR OTHERS. Applaud your sister Consultants the way you would want them to applaud your successes. Laugh and have fun.

10. DON'T BE A "BALL HOG" when it is your time to share ideas or to crow. Be quick so others will have time to share too.

11. BE PATIENT. Some meetings have to go over the normal time so the Director can get everything accomplished that is on her agenda.

12. BE ON TIME. It is unprofessional to be late for a meeting. This is not a party where it is OK to be fashionably late.

13. BRING GUESTS. This is important for your business. It's working full-circle of book, sell and recruit. Never attend an event without at least one guest.

14. DON'T CROWD YOUR GUEST. Give her the opportunity to hear everything and make her own judgments about the meeting. Don't feel like you need to explain everything or soften anything that is being said. If you must, let her sit beside someone else. Don't talk to her during the meeting.

15. AFTER THE MEETING, TAKE YOUR GUEST TO MEET YOUR DIRECTOR. Before you do, I always ask my guest first, "Well, what do you think, would you ever consider doing this?" If she has questions, then suggest you ask the Director. Directors are trained on how to close guests and answer questions. This is especially important if you are an adoptee. If she says no, then still take her to the Director to say good-bye. Wouldn't you say good-bye to a hostess of a party?

16. DON'T TAKE UP THE DIRECTOR'S TIME AFTER THE MEETING unless there are no guests. Her Number One goal after the meeting is to talk to the guests before they leave. If you have questions, come early and talk to the Director while she is setting up the meeting room. Or call her the next morning. Or call her before the meeting in case it is something she will want to talk about during the meeting. It may benefit others too.

17. HOW TO INTRODUCE YOUR GUEST. Say her name and how you met, then let HER tell everyone about herself. This might be her 20 seconds of fame. Don't put her on the spot by telling everyone that she is considering the business.

We have a saying in Mary Kay: "Those who show up, go up." I have yet to meet a car driver or Director that got there without the support of a weekly meeting for training, motivation, sales and recruiting and the recognition of doing a good job. Make the meetings you attend the best they can be for you, your sister Consultants, your guest and your Director. Your director works hard to give you her best every week...do the same for her.