

What programs do we have in place to support these groups?

Community:

- Largest group—our potential customers
- How do we tap into this group? Warm Chatter, trade shows, vendor events, networking groups.
- We must target different audiences (i.e. nurses, teachers, mothers/daughters, single women, stay home moms, corporate women, etc.)
- Cause related shopping is exploding right now. Women care that a portion of their \$ spent support a cause. Making donations from sales to the MK Charitable Foundation is a great cause that can certainly be supported through our classes. However, if we want to become more visible in our community, you can find women in your area who are passionate about their cause and offer to help raise money for **their cause** through skin care classes.
- Causes that you can help may include: Relay for Life or similar cause related organizations, church groups looking to raise money for mission opportunities, building funds, etc., medical expenses for a sick child in the neighborhood, ball teams, cheerleading or gymnastics groups seeking to raise money for equipment, uniforms or team travel, Girl Scout Groups, Daycare Centers, Clubs, or any organization seeking to raise money for a cause.
- The key concept that will produce a WIN-WIN for both you and the organization is for separate individuals within the organization to host Skin Care Classes inviting their own circle of influence to attend the class to support their cause and the consultant will donate 20% of the sales from the class back to the organization. (Examples: (1) A ballteam of 10 seeking to raise money for new uniforms, each ball player's mom would host a Skin Care Class with 4 of her friends and 20% of each class sales would go back to the ball team as a donation for their cause. (2) A Relay for Life Chapter of 8 women would each host a Skin Care Class with at least 4 of their friends, 20% of the sales from each class will come back as a donation to Relay for Life.) You want each organization to generate multiple (5 or more) classes so that their organization can get higher donations in return.
- The Consultant would give the hostess of each class a Hostess Gift but no additional Hostess Credit.
- The Consultant may want to encourage some friendly competition between the classes awarding the top Hostess of each group with an added incentive which should be determined based on the # of Hostesses participating.
- To encourage more donations for the organization, the consultant may want to offer the same 20% donation one more time to those women who schedule and hold a follow-up appointment to be shared with at least 3-4 of their friends.
- To get this fundraising opportunity started, you will want to zero in on women who you already have a relationship with asking her if she is active in any community organizations. If so, does that organization need to raise funds for something? If not, who does she know that is involved in such an organization?
- Don't hold the nickel so tight that you can't see the dollar. Be willing to give back. You will experience more potential customers, more new customers, more Skin Care Care Classes being held, fewer cancellations & postponements, higher sales, meet more quality team prospects and a great sense of gratitude that you were able to use your business as a vehicle to help a worthwhile cause.

The World says GO GET Mary Kay says Go GIVE
& when you do, you will be blessed beyond belief!

Crowd:

- Good customers already who we want to serve, care for and continue to build the relationship.
- You will find among the crowd of customers great team prospects.
- Customer appreciation events, models for weekly meeting, customer appreciation programs, birthday month updates, etc.

Congregation:

- Your Team or your Unit of Consultants
- Local Training classes, workshops & Unit Meetings provided by Director
- Your best gift to your people is for them to watch you work...take them with you to assist at your Skin Care Classes
- InTouch, Learn MK
- Company sponsored events—Seminar & Career Conference

Committed:

- Team or Unit Members moving up the Career Path
- One on one coaching with their Director or DIQ
- Special Moving On Up Pace Setter Career Building Classes
- DIQ teams building a Unit can move quickly with the DIQ's Personal Team and 3 additional Red Jacket Teams

Core:

- YOU
- You will discover your greatness through leading, equipping and serving others.
- Keep your cup full with your quiet time, listening to training and growing CDs, reading books that will allow you to think new thoughts and grow.
- Stay plugged into your own personal growth opportunities and connect into those opportunities at least 3 times daily.

Most of these notes were shared by NSD Pam Tull on Stroud Area Inner Circle Conference Call