

# **The Little Things That Add Up BIG!**

## **Attitude/Goal Setting**

- Schedule some quiet time daily.
- Read books that will grow you.
- Go to Car University—Always listen to training/motivational tapes/CD's in your car that will cause you to think a new thought or help you build a new skill.
- Write your goal & post it with a picture in at least 5 places where you are daily.
- Speak your goal to supportive people in your life. If you speak it, you will be more likely to follow through & become accountable to achieving your goal!

## **Scheduling Appointments**

- Wear your Mary Kay pin or name badge or carry a MK tote or use a MK beverage cup, use Mary Kay Checks for your personal checks, etc.—anything that will let people know what you do. Make a decision on how many appointments you want to hold per month.
- Mark on your date book's monthly calendar, the days and times you can hold an appointment.
- Set about filling those spots with classes or facials with new potential customers or existing customers.
- Keep an ongoing list of people with phone numbers that you want to get with to try the product.
- Take a week to notice who is around you in every area of your life at church, at community functions, at work (if applicable) and at places that you frequent (dry cleaners, drug store, grocery store, hair/nail salon, etc.) and add these people to your list.
- Schedule several 15-30 minute time slots weekly when you can call from your list to fill the time slots you have available to hold appointments.

## **Selling**

- Use all the products yourself. You will generally not sell what you do not use! When you have enthusiasm for something (whether a Mary Kay product, a movie, a new recipe, a good book, etc.) it is because you are sold yourself—the last 4 letters of enthusiasm—“I Am Sold Myself”!
- Continuously try new glamour looks—try even the colors that you don't think you would like or colors you think may be too dark for you! You may be pleasantly surprised!
- Learn all you can about the products! Utilize the Product Guide on Learn MK, your Applause Magazines and the product insert & box.
- Always carry with you Look Books, business cards and some samples as opportunities will present themselves for you to share those at the most unexpected times!
- Give yourself an edge by studying and practicing new glamour techniques; you will become excited to share your knowledge with others!
- Think a new thought: Mary Kay appropriately titled us as “consultants”! People trust top professionals who give them good advice they can use to improve their appearance, image, or which make them feel better about themselves!

## **Team Building**

- DO NOT PREJUDGE—THE VERY REASON YOU THINK SHE WOULD NOT BE INTERESTED MAY BE THE EXACT REASON THAT SHE WOULD BE INTERESTED!!!!
- Think a new thought: Why would you deny someone else the opportunity that you took advantage of?

- Listen in all conversations for the needs of other people whether financial, personal, social, etc. When the need is identified, suggest that they take a look at Mary Kay's opportunity as a possible solution which would fill that need for them.
- Keep an ongoing list of those you have spoke with or would like to speak with about the opportunity. Many women need some degree of layering with product usage and information presented to them in various media and live forms.
- Set a weekly goal to share Mary Kay's Career Information with at least \_\_\_ people.
- You have an "I Story" even if you are in the business for a short time. Take some time to write and practice saying: Why you came into Mary Kay, what you enjoy most about it, & what you did before Mary Kay or along side of Mary Kay. As you continue to build your business, you will continue to add more sentences to your story!

### **Customer Service**

- Be certain to collect email addresses, birthdays, best time/place to call & best method of communication from every customer.
- Utilize or create a system that will allow you to check with customers at least once every two months.
- Enroll your customers to receive Mary Kay's Preferred Customer mailings.
- Send your customers Birthday Cards by mail or E-Cards available on MK InTouch.
- Always note on the Customer profile items she used but did not purchase along with items she did purchase.
- Build customer relationships by learning about her and her family and be genuinely interested in her. Make profile notes to jog your memory of important things happening in her life and be certain to ask about when you have your next contact with her (i.e. How was your vacation?).
- Add an envelope with your address stamped on the front to every reorder bag so it will be easy for her to mail you a check right away if you don't see her when you deliver.
- Add a couple of pieces of candy to your reorder bags! Your customers will appreciate the extra thought! (Not chocolate in the warmer months!)
- Enroll and maintain a personal Web Site for those customers who enjoy shopping online.
- Expand your customer product usage by spotlighting a different ancillary product each month, offer a sample and follow-up!
- Periodically, send your customers a sincere thank you note to let them know you appreciate them!

### **Money Management**

- Get in the habit of making a weekly deposit! This will make you aware of your productivity.
- Track your expenses on the Expense Sheet located on Learn MK under forms.
- Complete a Weekly Accomplishment Sheet every week on paper or on line. Be sure your Director (and adopted Director) has a copy.
- Barter for services with your nail person, hair dresser, decorator, etc.
- If you have children at home, let them get involved in counting your money, making out the deposit and taking it to the bank. They are able to see your work ethics being rewarded which is great training for their future!

### **Time Management**

- Utilize a "Daily Important Things to Do List" & prioritize it with A (people contacts), B (paper) and C (needs to get done at some point or can be delegated). Do the "A" priorities and then do the B & C items around all the other activities in your life. Remember, success is hidden in your daily agenda!
- Create a Weekly Plan Sheet to sketch out your week ahead.

- As soon as the monthly calendar is published, put all important monthly dates on your calendar! Be sure to include your Success Training Events!
- Keep all your call lists in a divided spiral notebook; be certain to have written phone numbers beside names. Many times we have only 10 or 15 minutes available; however, you will be surprised how much can be accomplished in small increments of time.
- Maintain sufficient inventory so you don't have to spend time running back to deliver product.
- Always have something with you to read or work on (i.e. postcards for quick notes to write) where ever you are. Many times you will find small increments of time while awaiting appointments, stuck in a traffic jam, etc. that you can utilize.
- Think about the items needing to be organized in your life which if organized would save you a significant amount of time. (i.e. your earring drawer, your closet, shoes, etc.) Begin to collect back bits of time. Remember time spent in one area is time away from something else.
- Buy time by hiring help or delegating—which makes more sense: Holding a class developing new customers and possible team members which would pay you over and over again or cleaning your house? Hire someone to clean your house even if you just make enough money to pay them---you are building equity in a business that will pay you for those hours over and over! Delegate checking in product & labeling to a teenager, you are helping them build a new skill. Pay them in product!

### **Organization**

- Create a daily tickler file (folders or tabs with the numbers 1-31). Put your notes, reminders, profiles or any paper stuff in the folder or behind the tab of the day on which you need to follow-up or do something with.
- Make up Hostess Packets and Team Building packets in advance. You will be more likely to utilize them if you have them already prepared.
- Always get your Starter Kit ready for the next appointment when you get home or the next day. Many times you will have instant opportunities and you want to be ready. Keep in mind that people may not know what they will be doing next week but they do know if they have some time this week.
- Always add any new customers to your Preferred Customer List on Mary Kay Intouch immediately. Making this a common practice, you will always be ready for the next Preferred Customer Enrollment.
- Keep files Jan.-Dec. Most of our training outside the basics is seasonal. What you did this Valentines, you can do again next Valentines.
- Keep a magnetic note pad on your refrigerator for grocery items needing to be purchased on the weekly grocery visit. Teach your family to add items to the list which they are in need of.