

MK is a Relationship Driven Skills Based Business Requiring your Heart & your Head!

By Sherry Hanes with influence from many teachers

There are several factors that I believe have a significant impact on the success you experience in your business. I believe these are basic fundamentals you can utilize whether you work your Mary Kay business part-time, full-time or as a career! However, they are also great fundamentals that will spill over into other areas of your life! My intention in sharing these factors is for you to be clear, confident & empowered to build your business!

- **Integrity**—The dictionary defines integrity as “the state of being complete, unified.” Think about a bicycle wheel that may be missing spokes and not whole, you would say that it lacks integrity. Dr. John Maxwell teaches “**When I have integrity, my words and my deeds match up. I am who I am, no matter where I am or who I am with.**” Without integrity, no matter how hard you try, performance will be affected. A bike without all its spokes won’t work.
- **Why, Mission & Purpose**—See your Mary Kay opportunity as a tool. Mary Kay had a dream and you can have and find your dream too. Ask yourself:
 - Why am I doing this?
 - What do I want to gain personally? Life Coach Sean Smith teaches: While this can be something tangible look deeper. **(1) What do you intend to create? (2) Why do you want that? (3) When you get it, how is that going to make you feel?** Now you have moved from your head to your heart. Keeping that feeling in front of you, you will be more likely to create what you want. Emotion leads to motion. When you are emotionally attached to your goal, you will be in motion!
 - **In what way do I intend to serve, influence & add value to others on purpose?**

Know your answers to these questions always! And anytime you lose your passion for what you are doing, answer these questions again for yourself. Keep your answers in front of you at all times! **Write it, visualize it, & post it** in at least 5 places. You then begin to go there in your mind. **Thoughts produce the feelings that prompt the action.** “What gets your attention, gets you!” “We move in the direction of our most dominant thoughts.”

- **Attitude**—Every moment of everyday, we choose how we are going to think, what we are going to say, & how we are going to respond to life happenings. Therefore, we get to choose our attitude. Mary Kay taught us that we win or lose in the 6 inches between our ears—heads we win and tails we lose. It is so important that we are constantly aware of and working on our attitude. When we learn and acquire a skill, we can pull out that skill and utilize it anytime we choose. However, I find that an attitude is something that must be worked on daily and sometimes moment by moment! In our business I find that it is our EQ (Emotional Intelligence) not our IQ that makes the difference! I believe that a daily morning quiet time and staying plugged in to communication with your Director that you initiate, positive CDs, tapes, books, Intelliverse, positive people & environments are essential for maintaining a great attitude.
- **Basic Skills**—Just as in any business, there are several skills in our business that must be learned. These skills include:
 - **Scheduling appointments**—Facials that will lead to a Class or Classes—**There is more powerful results for all found in a group that can’t be achieved individually.** Wikipedia defines: **Group dynamics** is the study of small group behavior. A group is two or more individuals who are connected to each other by social relationships. Because they interact and influence each other, groups develop a number of dynamic processes that separate them from a random collection of individuals. These processes include norms, roles, relations, development, need to belong, social influence, and effects on behavior.
 - **Coaching**—This is the insurance policy that rewards your efforts of scheduling the appointment by the results. This would include initial coaching as soon as the appointment is scheduled, obtaining the **guest list within 2 days** of scheduling the appointment, pre-profiling everyone attending prior to the class & coaching just prior to the class.
 - **Opening the appointment**—Relationship building, connecting with the people, sharing the about the company whose products they are about to use along with what to expect during the class and from you as their beauty consultant.
 - **Sharing the product**—This is where you show & tell about the fabulous products that you love yourself and share the features and benefits (product knowledge) of the Ultimate Miracle Set. Follow-up appointments include a Create-A-Color Look & instructions for the hostess while guests choose a basic color card to apply.
 - **Full Circle Close—Table & Individually**—This is where you bring the appointment to completion by sharing your sets with the group at the table & then working full-circle with each person

individually to **(1)** Sell sets (Set Sheet in the Beauty Book), **(2)** Schedule follow-up appointments with a definite or tentative date (compile information for their Create-A-Color Look & choose the friends who would give her honest feedback to invite) and **(3)** Provide a way for those 1 or 2 outstanding people to learn more about a MK Business being the intelligent women that they are needing to get the facts, information & questions answered before they could possibly know if this opportunity would appeal to them or fulfill a need in their life.

- **Sharing the career/business information**—Share the feature and benefits of Mary Kay's Opportunity and how we make money.
- **Customer Service**—PCP Enrollment, along with follow-up in **2 days, 2 weeks & every 2 months**—Note: Boulevard is a great way to keep you on tract with customer service.
- **Managing Time**—Create a **Weekly Plan Sheet** putting in the **important** (big) items—Faith, Family, Working your Business/other J.O.B.& then putting in the **urgent** (small items) to make it all fit. Create **Daily To-Do List** & prioritize A—Directly with People & Income Producing, B—Paper/Computer Activities & C—Items that you can delegate & allow someone else to grow. Keep in mind that 80% of your daily results will come from 20% of the things on your list; therefore, you will certainly want to be certain that the A priorities are on the top of your list.
- **Money Management**—Maintain a separate Checking Account & Credit/Debit Card for your business. Deposit every dime into your business account. Utilize the **Business Tracking Register & Expense Tracking Form** each week. Complete a Weekly Accomplishment Sheet each week. Keep good records—mileage, calendar, expenses (business & household), inventory. Note: Boulevard is simple way to track expenses, inventory, etc.
- **Organization**—Have your systems in place and be ready to do business—(1) System for Follow-Up so NOTHING FALL THROUGH THE CRACKS. I suggest a physical tickler system w/ 1-31 Tabs & Jan-Dec. Tabs to put the paper. Note: Boulevard has a great virtual Tickler but you will still need a place to put the paper. (2) System for managing your inventory (Boulevard) (3) System to be ready to hold an appointment at a moment's notice with everything packed & ready. (4) Hostess Packets and Team Building Packets made and ready.

Once these skills are acquired they can be utilized at anytime, any place with anyone. They almost become mechanical in that they are done without thought but done with your enthusiasm and personality.

It is also important to note that owning these skills will not only make you successful in your Mary Kay Business but they will prove to be helpful life skills!

- **Work Ethic/Discipline**—**Success is hidden in your daily agenda!** You build equity in your business with your daily work habits. The scoreboard is not a reflection of your self worth but a reflection of your daily activities. Equity in your business is developed as you spend time working your business & allow those efforts to grow over time. This is the discipline to do what is necessary to be successful. Remember that commitment is not doing what is necessary to be successful if you have the time; it is making the time to do what is necessary. Your work ethic includes your ability to discipline yourself. (Note: I find when I become disciplined in one area, that I find it easier to be disciplined in all areas.) When you are willing to discipline yourself, you will no longer have to be disciplined by others. Developing a strong work ethic also includes managing your time, being consistent in your activity, following-up and following through with your intentions.
- **Relationships**—Building relationships with people is key to your success. People do business with those whom they feel they have positive relationship. Think about the businesses you frequent. You most likely choose that business because of the relationship you have developed with the people there or their reputation for good service or work. Our business along with most businesses is relationship driven. People want to do business with people that are kind, thoughtful and caring, have integrity, ethics, good service, have knowledge of their products and services, and those they know they can trust to follow-through and follow-up on what they say they will do. Relationships are built beginning with a good first impression & time! It takes at least **7 contacts** in combination of face to face, phone calls, note/cards for a relationship & bond to begin to develop. Once a relationship is built, it will always be unless you do something to destroy it which causes the other person to lose trust/respect.

My hope is that these will be areas that you can and will focus on strengthening. Remember that “School is never out for the pro!” I believe these are areas that we can never know too much about. I believe that you will experience more and more success in your business as you grow in these areas!