

Timeless Principles and Training:

- Seek to learn, understand, follow and embrace Mary Kay's values, ethics and principles:

Golden Rule Philosophy of "Do unto others as they would have you do unto them and you would want done unto you."
We do not pursue servicing or asking to join our team anyone who is being taken care of by another consultant. We treat our potential customers, customers, team members and sister consultants with complete respect, acceptance and approval.

We share ideas, encourage and support each other.

We always dress professionally in a skirted outfit when conducting appointments and attending business meetings or trainings. You must put your best face forward. Your face must look like that of a beauty consultant complete with skin care and color cosmetics.

We seek to maintain a positive attitude. This is a learned skill. We do work through all challenges, disappointments, fears, differences and seasons of learning and growth together. There is always strength in the struggle. This is a very safe place to learn and grow both as an individual and as a professional. We do value the differences in talents, abilities and personalities. We learn from each other.

Our purpose and mission statement is to enrich the lives of women. Mary Kay always taught us that we are in the people business and cosmetics is only our vehicle.

- To develop your business work from a large list--Talk to many to find the few and those few will take you to many!
- Compile your list from:
 - Who would you invite to your daughter's Wedding?
 - Vendor Events--Churches/community/Professional/Business
 - Networking Groups/Women in Business
 - Referrals
 - Lists: Brides, New Home Owners, PTO, etc.
- Read "Yes is the Destination and No is how you get there!" Understand that you are not being rejected but the idea or the need for the product at this moment. Understand that the response to No is "Thank you for being honest with me and I am happy that you felt like you could be. Please do keep my card/number in your cosmetics drawer and if you ever wake up and feel like you just want a new look or something different, please do call me." Preserve the relationship and leave the door open. Sometimes their plate is full, their cosmetics drawer is full, etc. and they are just not hungry but if you preserve the relationship, they may just call you when they are hungry.
- Understand that if you were passing out gum: someone would say, "No thank you. I don't chew gum." another would say, "Thank you! I was just looking for a piece of gum!" another would say, "Thank you I will keep it and chew it later or give it to my husband." another would say, "My dad is a dentist and I would NEVER chew gum."
- You must believe in what you have to offer. This means you must use the product yourself--Enthusiasm=I Am Sold Myself! You must understand our Skin Care Product Lines completely. It is helpful if you are color certified and understand color principles. You will need to set aside some time to learn these things either at a live class or online. When you understand these things, you will be excited to impart this knowledge to others and to share what you know. You will feel that those who do say "No" are missing out and truly feel that they really don't know what they don't know. Be intentional about what you want and who you want to serve but not at all attached to where it comes from.
- Understand that specific times must be set to generate business by contacting women and offering your service. This would mean that you schedule times on your date book each week to make these contacts. We typically call these "Power Hours" in Mary Kay. Sometimes that can be a "Power 30 Minutes" or a "15 Minutes of Power"....just be ready with your list of who you will call during those scheduled time slots.
- Your script will sound something like: "May I speak to ____? Hi ____, I am Sherry Hanes. **Do you have just a minute?** (Pause and wait on an answer. If not, ask for a good time to call back.) I know... you are a (woman in business/new bride/new home owner/a parent of a student at ____ school) or You were at ____ luncheon/event (where you got her name)

or you are a friend of ____ (establish how you know her or would have her name). The reason I am calling is that I am with Mary Kay Cosmetics and I have a pampering makeover and a \$10 Gift Card for you to spend. We just need to find a time for you to spend it. When is usually best for you the first part of the week or the latter part of the week? ____day or ____day? ____time or ____time?" (Know your calendar and the dates that you have open and that is what you offer a choice of.) Once the appointment is set with her, say: "I am certainly open to you having a couple of your friends to join you for your pampering makeover. I can only do up to 6 at a time but you could invite up to 5. That is a great way for you receive a larger gift card because I will give you \$10 additional to spend for each adult friend who joins you who does not already have a MK consultant serving them who joins you up to 5. I can call you back a couple of days prior to see if anyone will be joining you." There is significant power in group dynamics. Therefore, any time you can do more than 1 face at a time, go for it!

- Learn to ask questions to engage them in conversation. Sometimes the woman you are speaking to has some reluctance for some reason that can be overcome by just chatting with her and getting to know her a bit better. Have a working knowledge of common objections and how to overcome them.
- When you call her back prior to her appointment, if she is going to have someone or several to join her, ask for their contact information so you can call them in advance and pre-profile them and then pre-profile her as well.
- Learn how to Pre-Profile, Coach, Open an appointment and Close an appointment. Again you will need to get this training by attending a class or online at MK Intouch or under Training Center at our Unit's Web Site.
- Your objectives at every appointment:

Build a relationship

Let them experience the product and develop a customer for life. (This would include scheduling each new Skin Care Customer for a follow-up makeover in 7-14 days so you can check do a re-check on her products once she has had an opportunity to use them for a week or two. Routinely, you will find yourself needing to exchange a product because she is not as much the skin type as she thought she was or something needs to be tweaked AND to do an advanced color look created especially for her! If you want to build a customer for life chatting with her in 2 days after she begins using the products and sitting with her to "tweak in 2 weeks" is crucial! Her follow-up appointment is also a great time for her to invite a couple of her friends so she can earn some FREE products or a discount and have her friends give her feedback on her new color look!

Invite the women of integrity to learn more about a Mary Kay business for themselves by attending an event with you, attending a Webinar, over coffee with you and/or your Director, listening to or reading company information. Understand that some personality styles will need a layering of information which could include all of the above.

- We are in a relationship business. Understand that it takes at least 7 contacts with someone to build a relationship. Most people stop at 5. To build customers for life and a strong team, make sure you are going the extra mile to build the relationships!
- It is important that you feed your mind daily with positive recordings and books. There are an abundance of those in Mary Kay. Resources include your Director and the MK Media Source on Mary Kay Intouch.
- Many times the secret to your success will lie in one or all of the following areas: Emotional Management, People Skills, Time Management, Money Management or Work Ethic. There is usually at least one of those areas that most people could benefit from learning about and experience a breakthrough as a result. Mary Kay is a very safe place to learn those skills. Very few women begin their business having already mastered those important areas of potential growth. These are areas that you can learn while you earn in your business. There are important things to know in each of those areas as it pertains to developing a successful Mary Kay business. You will want to learn the business basics in these areas which you can do under the "Education" tab at Mary Kay Intouch. However, these are areas that communication with your Director and attending trainings and meetings available will be vital to boosting your confidence and knowledge! Remember that school is never out for the pro!
- There are many fine things that you will discover by using your Starter Kit. The more you use it, the more you will find. You can find intangible things like self esteem, self confidence, being a first class you discovering all your talents and abilities allowing the giant inside you to become everything God intended you to be. You can also find everything from small

dreams to financial freedom, cars, trips, diamonds and career advancement on your journey! I encourage to think and visualize as big as you can and then as you get closer to that achievement, you will be able to think and visualize bigger. What is your magic dream? Just keep going and keep on keeping on! I do encourage you to know and identify the biggest you can see right now and put that in front of you in at least 5 places where you are on a daily basis...your car, your work space, your refrigerator, you bathroom mirror and by your bed. You will find that you will move in the direction of your most dominant thought. Therefore, keeping that in front of you is most important to your future!