

MARY KAY MARKETING PLAN

Name: _____ Date: _____ Consultant Name: _____
Address: _____ E-mail: _____
City: _____ State: __ Zip: _____ Cell Phone: _____
Occupation: _____ Marital Status: _____ Kids Ages: _____

The Agenda

1. I am going to share with you some personal information about myself.
2. I am going to ask you to tell me a little about yourself.
3. I am going to share some information about Mary Kay.
4. I am going to ask you if you have any questions.
5. I am going to ask you if this is something you'd like to try.



Share with me 6 Fun Facts about you?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

What do you like best about your current job situation? _____

What, if anything, would you like to change? _____

If you could paint the picture 5 years from now, what would it look like? _____

What would you say are your personal strengths and qualities? _____

Do you feel you are teachable and trainable? _____

If you were to do Mary Kay, what would you use the money for? _____

Qualities we are looking for:

1. Busy people—know how to prioritize, good time managers, easy to train.
2. Need more money—motivated to work, goal orientated, ambitious
3. Not the “Sales type” - not pushy, like to help people, not aggressive
4. Don't know a lot of people—you are not going to get rich off friends & family, great way to meet people
5. Family oriented—motivated by the needs of their family, they want more for their family
6. Decision makers, not procrastinators—there's never a good time to start, you will never have 100% free time, they live by their dreams not their circumstances



FAST FUN FACTS

1. Faith first, Family second and Career third.
2. Golden Rule Philosophy & Praise people to Success.
3. MK Charitable Foundation (Cancer research, Domestic violence & Don't Look away)
4. We are a "Dual" marketing company, not Multi-level or "pyramid"
5. Everyone begins at the same level and promotes themselves based on performance and leadership.
6. There are more women earning over \$100,000/year in MK than any other company in the US.
7. There are no territories (you can sell & recruit anywhere in the US, Puerto Rico, Guam & Virgin Islands.
8. There are no quotas which means no pressure and you set your own schedule! Ultimate Flexibility!!!!
9. 100% Customer Satisfaction guarantee.
10. 90% Consultant buy-back guarantee.

AVENUES OF INCOME

1. You make 50% off everything you sell:

- a. Beauty Experiences (facials, double facials, parties, open houses, Holiday sales, etc)
- b. Reorders (repeat business, consumable product) & Personal Website

2. Consultant Commissions

- a. 4%, 9% and 13% on your personal team
- b. \$50 team building bonuses
- c. Career Car Program

3. Sales Director Commissions

- a. 13% on your unit and 26% on your personal team
- b. \$100 team building bonuses
- c. Higher Career Cars
- d. Multiple bonus opportunities
- e. NSD position and Family Security Program

4. Company Awards, Prizes & Incentives.

- a. Quarterly Awards & Prizes
- b. Year long Awards & Prizes

5. Tax Deductions

4 WAYS TO WORK YOUR BUSINESS (circle one)

Career	Full Time	Part Time	Spare Time
40 hrs	30 hrs	10-15 hrs	3-5 hrs

Chevy Cruze



Ford Fusion



Chevy Equinox



Cadillac XT5



Cadillac Escalade



STARTER KIT COSTS

\$100 + tax (if applicable) and \$9.35 shipping *+& handling.

On a scale of 1-10 based on what you heard today, where so you see yourself? _____

Other than fear, what is keeping you from being a 10? _____

If you were to do Mary Kay, what is the worst thing that can happen? _____

If you were to do Mary Kay, what is the best thing that can happen? _____

Would you like to get started today? _____

Can I invite you to a future event? _____