

# MARY KAY MARKETING PLAN

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Consultant Name: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_

Current Occupation: \_\_\_\_\_ Marital Status: \_\_\_\_\_ Children 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 bit 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 would like to try.



Share with me 6 Fun Facts about you?

1. \_\_\_\_\_ 4. \_\_\_\_\_

2. \_\_\_\_\_ 5. \_\_\_\_\_

3. \_\_\_\_\_ 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? \_\_\_\_\_

\_\_\_\_\_

Are you teachable and trainable? \_\_\_\_\_

If you were to do Mary Kay, what would you use the money you earn 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 and 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, the live by their dreams not by their circumstances



## FACTS

1. Faith first, Family second Career third.
2. Golden Rule Philosophy & Praise people to Success
3. MKA Charitable Foundation (Cancer, Domestic Violence & Don't Look away)
4. 50% discount (buy at wholesale, sale at retail).
5. We are a "Dual" marketing company, not multi-level or "pyramid".
6. Everyone begins at the same level and promotes themselves based on performance and leadership.
7. There are more women earning over \$100,000 a year than any other company in the US.
8. There are no territories (you can sell or recruit anywhere in the US, Puerto Rica, Guam & Virgin Islands).
9. There are no quotas (you set your own hours). Ultimate Flexibility!!!!
10. 100% Customer Satisfaction guarantee and a 90% Consultant buy-back guarantee

## AVENUE OF INCOME

Skin Care Classes & Facials

Reorders

Miscellaneous Sales (Holiday Sales, open houses, etc.)

Website

Company Awards, Incentives and Prizes

Personal Team-Building Commissions and Bonuses

Career Car Program

Sales Director Commissions and Bonuses

Tax Deductions

Chevy Cruze  
White



Chevy Cruze  
Lipstick Red



Toyota Camry  
Black



## 4 WAYS TO WORK YOUR BUSINESS

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

Chevy Equinox  
Black



## INCOME POSSIBILITIES

Average Class takes about 1.5 hours

Average sales of \$300 = \$150 average profit per class.

How many could you do per week? \_\_\_\_\_ x \$150 = \_\_\_\_\_ /week

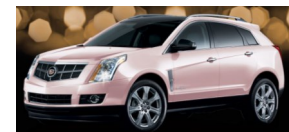
x 4 = \_\_\_\_\_ /month

BMW 320i  
Black



Plus reorders and Team Building Commissions!

Cadillac SRX  
Pink



## STARTER KIT COST

\$100 + tax (if applicable) and \$9.35 shipping & handling puts you in business.

On a scale of 1-10 based on what you have heard today, where do 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 right now? \_\_\_\_\_ Can I invite you to a future event? \_\_\_\_\_