

Mary Kay Marketing Plan

Name: _____ Date: _____

Address: _____ Home Phone: _____

City: _____ State: _____ Zip: _____ Cell #: _____

Email : _____ Consultant's Name: _____



★ **The Agenda** ★

★ I'm going to tell you a little about me and then I'm going to ask you to tell me a little about you. I will ask you some questions, give you the qualities we look for in a consultant, some facts about our company, and then I'll ask you to make a decision whether Mary Kay sounds like it is for you. Does that sound okay? ★

1. What do you like best about your current job or situation?

2. What, if anything, would you like to change?

3. Where would you like to see yourself five years from now, based on your current goals or personal dreams?

4. If you could create the perfect career for you, what 2 or 3 things would be the most important?

5. At this point in your life, what do you feel you need most?

6. What do you value most in your life right now?

7. It takes 1 hour to facial, 2 hours for a class and new consultants clear at least \$50 per hour. If Mary Kay should be something you decide to do, with your present schedule, how many hour a week could you find to devote to Mary Kay? (0-5, 5-10, 10-15, etc.)

Have you heard how Mary Kay started this company? She was in sales, training men making 50 cents to every dollar that men were making. She was told because she was a woman, she couldn't be paid as much as men. She felt that this was unfair, so she started to write a book. She listed all the good things about all the companies she had worked for and then all the bad things. Then she thought, wouldn't be great if someone started a company where a women received the recognition she deserves and was paid what she is worth? She then started Mary Kay Cosmetics. That is why Mary Kay Cosmetics has been so successful . . . Because she truly wanted to give women an Opportunity for success!

Most companies expect you to perform even if it means working 50 hours or more a week, having no personal time and eating fast food three meals a day. **Mary Kay is different.** We believe in building you up, building your self-esteem and we love giving you tons of recognition. We try to help you be the best person you can be and we know you'll perform at your best!

The Six Qualities of Successful Mary Kay Consultants... Which apply to you?

- 1. Busy. They are great at prioritizing, Excellent time managers, they don't always have 10 hours but may have 10 minutes 3 times a day!
- 2. Money Motivated. They usually have more month than money. Motivated to make more money, goal oriented and ambitious!
- 3. Not the "sales" type. They are not pushy, but informative, love people and repeat business from happy clients, not aggressive--they attract not attack!
- 4. Don't know a lot of people. We want to develop a business with real customers, we will teach you the art of meeting new people. Sometimes friends and family help you get started but they don't take your business seriously.
- 5. Family oriented. They are motivated by the needs of their family. We don't use them as an excuse, but as a reason to do well, and want more for their family.
- 6. Decision makers. They realize that there's never a perfect time to begin something new, the lights on the highway are never all green at the same time, and we will never really know unless they try!

Show Career Facts Flier



Closing

- 1. Show a picture of the Starter Kit.
- 2. In order to start your Mary Kay Business, you must submit a beauty consultant agreement and purchase a starter kit. The starter kit contains full size retail product of skin care and foundation, supplements, a consultant guide, a script to do a class, basic color cards, etc. Everything to give facials and classes except cotton balls. If you price everything individually it would cost around \$600. For new consultants how much do you think it is? Can you believe it is only \$100 plus tax and shipping?
- 3. Do you have any questions?
- 4. What did you like best about what you heard today? What hit your hot button?
- 5. Great! Is there any reason why you couldn't submit your \$100 plus tax and shipping today and get started on your training? If she says "no" that means yes . . . Yeah! A new recruit!
- 6. If she says she needs time to think about it or has to talk to her significant other then say, "Mary Kay says we make our best decisions within 24-48 hours, do you feel you have enough information to make a decision within 48 hours?" If not, find out what info she needs to be able to make it . . . THEN, touch her arm and say, "_____ (insert her name), I want you to know that this decision is about you and your family. If you see this as an opportunity that will make a difference in your life, then I will be excited to add you to my team, but if it isn't then I will be just as excited to keep you as a customer and ultimately always a friend. Set a date to call and get her decision.

