



MARY KAY COSMETICS INTERVIEW SHEET



NAME	HOME PHONE #
ADDRESS	WORK PHONE #
	CELL PHONE #
EMAIL	
What do you like best about your current job?	What do you value most in your life right now?
What would you change?	What do you need most in your life right now?
In the next 5-10 years, where do you see yourself?	
Can your current job take you there?	
Do you have flexibility to take time off ?	Are you getting paid what you think you're worth?
If you could create your dream job, what 2 or 3 things would be most important?	
Are you looking for something more?	Have you ever tried Mary Kay Products before?
<p style="text-align: center;">MARKETING</p> <p>Circle the ones that appeal to you the most.</p> <ol style="list-style-type: none"> 50% Profit on all Sales - consumable products Receive Praise, Recognition & Prizes Flexibility to work when you want You are your own boss Earn the use of a Car or take Cash Compensation Tax Deductions - Supplies, Travel, Equipment, etc. No Territories No Quotas (\$200, twice a year to stay active) Golden Rule Priorities of Mary Kay - God 1st, Family 2nd, Career 3rd Positive Support System that Encourages Success Equal opportunity advancement— you decide when you want to move up 90% buyback guarantee 	<p style="text-align: center;">INCOME</p> <ol style="list-style-type: none"> FACIALS: 1-2 people, 50% commission (average facial = \$100 & takes about an hour) SHOWS: 3-6 people, 50% commission (average show = \$300 and takes about 1 ½ hours) <ul style="list-style-type: none"> Hypothetically, if you were to run your own business, how many hours a week could you invest? _____ Multiply # of shows _____ x \$300 = \$ _____ \$ _____ profit! REORDERS (Average = \$200/customer/year) Multiply the # of customers _____ x \$200 = \$ _____ \$ _____ profit/year TEAMBUILDING: 4%, 9% or 13% commission DIRECTORSHIP: Team Commission + Director Commission of 13%, plus \$500-\$5000 monthly bonus + unit teambuilding bonus + car + insurance
Hypothetically, if you were to do Mary Kay, what are your Personal Strengths and why would you be good? _____	
With proper training, do you feel you could learn to do what I do? _____	
On a scale of 1-10 (5 doesn't count) what is your interest level? _____ What would it take for you to be a 10? _____	
What marketing tools would you use that the Company provides? Preferred Customer Program _____ Web Site _____	
Other than fear, what else would hold you back from becoming a Consultant? _____	
Is there any reason why you couldn't sign your agreement today? _____	
The way you get started is to fill out an agreement for your Starter Kit. This can be done online. Receive in 7-10 days. It comes with everything you need to start your business. \$100 plus tax & \$7.95 shipping. MC, VISA or Discover It takes some women 24-48 hours to make a decision—What is a good time to call you tomorrow? _____	
_____ Set up training, give calendar of events, set date for Business Debut, Pinning, etc...	
CONSULTANT _____	DIRECTOR _____ DATE _____

Color 101 Booking Script

KEY SCRIPT POINTS

- Be Excited.
- Mention Color 101 Certification and tell her why you thought of her.
- Give details of model criteria.
- Mention inviting friends and the additional discount offer.
- Confirm with her what you agree on.

GUIDELINE SCRIPT

“Hi _____, This is _____ with Mary Kay. Do you have just a minute? Well, I’m really excited! I have enrolled in the Mary Kay Color 101 Certification Program to get my professional training and I need models to try our skin care and color glamour looks. I’ve been asked to bring sharp, friendly women who are willing to play so I immediately thought of you. Is there any reason why you couldn’t be a part of my Certification Model Portfolio? (Wait)

Great! The workshops are at our Training Center on ____ (day) at ____ (time). You will be with other models and I will be with you. We’ll take your Before and After picture, and I’ll have a surprise gift for you too. So tell me, what do you think? (Wait)

Oh, and there’s more! There will be door prizes, you’ll hear a little about what I’m doing and you’ll be a part of our training and recognition as we introduce the Looks to other consultants. And of course, you have no obligation to purchase anything but if you decide you want some goodies, I’ll be able to give you everything you need at your makeover.

You know, the other thing is that you can always take advantage of my referral bonus program and earn free product by asking a friend or two to come along. Then for helping me get to my 45 or 90 faces we could put together a special package for you, if you decided you want some of the colors you try.”

REVIEW & CONFIRM:

Thanks so much! So, I’ll pick you up on _____, at _____. I’ll be wearing a jacket and skirt as will most of the consultants, but come in whatever you feel comfortable. I can’t wait, we are going to have so much fun!

SCRIPT IDEA FOR MEETING PEOPLE

“Hi, My name is _____ and I’m a Beauty Consultant with Mary Kay Cosmetics. I am currently enrolled in a Model Color Certification Course to develop my Professional Expertise in Skin Care and Color Application. I would love for you to be one of my Face Models in my Before and After Portfolio.”

“There are a couple of Looks that I think you would be great for, and I was wondering if you would consider coming to be my model at my Certification Class?”

{Then continue on to give her the same details as the previous conversation.}

RSVP TO YOUR DIRECTOR

It is important to RSVP to your Director by 5:00 pm the day before the training with your model’s name and phone number. This allows us to be fully set up for the right numbers.

For your key prospects, must be called in by the day before the meeting, your Director can then call and confirm. She will say, “Hi _____, this is _____, I am _____’s Mary Kay Director. I understand that you will be helping her with her Model Certification training and I just wanted to thank you in advance for coming tomorrow night. She is so excited and I look forward to meeting you. Do you have any questions? Okay, we’ll see you tomorrow night!”

MODEL PROTOCOL

Always introduce your models to your Director when they come in and take them to say goodbye to her when you leave. Always mention your guest’s name as you approach your Director before or after a meeting so that she may address them by name. Every bit of layering helps.

Make sure your Director has the Marketing Questionnaire filled out completely. This will allow her to follow-up for you. Don’t protect your guest from your Director...she will help you build your team!

During the model class, your role is to Observe only! You will learn by watching, listening and

Please tell us what **YOU** think...

Name: _____ Email : _____

Address: _____ Zip: _____

Home Phone: _____ Date: _____

Work Phone: _____ Occupation: _____

Cell Phone: _____ Best Time to Reach You: _____

Please circle your age group: 18-24 25-34 35-49 50+

Marital Status: _____

In a job situation, I like to: _____ have a boss _____ be the boss
What do you love about your current job?

What do you like least about your current job?

Where do you wish to be, career wise, in 5 years?



These are some of the reasons that others have chosen to become Mary Kay beauty consultants.

Which ones appeal to you?

- Excellent **INCOME** and **ADVANCEMENT OPPORTUNITIES** for part time work
- Improve **SELF-CONFIDENCE** & gain **RECOGNITION** for achieving **GOALS**
- Improve my life through **POSITIVE SUPPORT** and **FREE TRAINING**
- Earn the use of a **CAREER CAR**
- Set my own **FLEXIBLE SCHEDULE**
- Owning my **OWN BUSINESS** and enjoying **TAX BENEFITS**
- Company philosophy **FAITH** first, **FAMILY** second, and **CAREER** third
- Gaining new **FRIENDS**
- Unlimited **EARNING POTENTIAL**
- ASSISTING OTHERS** in looking their best & discovering their full potential

With the information you have about our company, please check the box that best describes you:

- This sounds really great and I'm ready to take a chance on me.**
- I'd love to hear more information. Send me home with some today.**
- Sounds like a wonderful opportunity, I know someone who would be GREAT.**
- Thanks for sharing the opportunity, but I'd just like to remain a loyal customer.**

On a scale of 1-10 with 1 being you would NEVER consider becoming a consultant and 10 being you are ready to order your Showcase today and get started on this incredible journey, where do you stand right now?

1 2 3 4 (sorry, no 5's allowed) 6 7 8 9 10

If you started a business with Mary Kay would you choose:

- Spare time (3-5 hrs/wk)**
- Part time (5-10 hrs/wk)**
- Full time (12-15 hrs/wk)**

My Consultant: _____

I think my friend _____ needs to hear about this! Ph # _____

RED JACKET, RUBY STAR, & On Your Way To A ...RED CAR!



Wouldn't you love to be in your RED JACKET? Wouldn't you love to be a RUBY STAR *quarter after quarter*? Wouldn't you love to sit behind the wheel of YOUR FREE CAR? Well our new and updated Color 101 Portfolio is your answer! Women all over the United States are using this program with MUCH success! In fact, many women are making a substantial income while building a solid customer base from using this exact program! **This your year of a RED JACKET, RUBY STAR, and your FREE CAR!** Read on... and *I know* you'll be as excited as I am about this incredible opportunity!

ITEMS NEEDED:

- 1 1"-2" Black 3 Ring Binder With Outside Clear Pockets
- 30 Sheet Protectors
- 52 Model Before & After Sheets (13 of each Color 101 Look)
- 1 Color copy of the Cover (Slip inside clear pocket on the outside of your binder)

QUALIFICATIONS TO COMPLETE THIS QUARTERS CHALLENGE:

- 52 Complete Before & After Models = 17 Models Per Month

MONTHLY BREAK DOWN & BENEFITS:

- 17 Faces Per Month = 4-5 Per Week = ONLY 1 Class!
- 17 Faces X Average Purchases of \$75 = \$1275 Retail Per Month
- \$720 Wholesale Order (60%) & \$510 Profit (40%)
- 1 Interview From Each Class = 1 New Team Member
- *Earn Your Certificate & Picture Recognition on the Homepage of Our Website!*

QUARTERLY BREAK DOWN & BENEFITS:

- 52 Faces Per Qtr X Average Purchase of \$75 = \$3900 Retail Sales Per Quarter
- \$2340 Wholesale Order + Reorders = RUBY STAR & \$1560 Profit
- 1 Interview From Each Class = 3 New Team Members = RED JACKET
- *Earn Your Quarterly Prize Featured On the Homepage of Our Website!*

BOOKING MODELS:

- "Hi ___ this is ___, I am so excited I just had to call you, do you have a quick minute? Great! I am calling because I need your help! I am putting together a special portfolio of my work this year and I am looking for sharp women to model particular look in a before and after picture. You are so sharp (or some type of nice compliment), I think you'd be perfect for my ___ look! Do you think you could help me out by borrowing your face?"

TURNING YOUR MODEL INTO A CLASS:

- "Now ___, I need to feature 52 models this quarter in my portfolio to complete my certification. Do you think you would know of anyone who is *just as sharp as you* who would also let me borrow their face? Would you be willing to invite them to join you! Just for helping me finish my certification and having a couple of friends join you, you can earn ___!" (make arrangements for final coaching)

RED JACKET, RUBY STAR, & On Your Way To A ...RED CAR!

WARM CHATTERING WITH YOUR PORTFOLIO:

- “Excuse me, I couldn’t help but notice how sharp you are! I know you don’t know me! My name is ___ and I am a professional Beauty Consultant & Makeup Artist with Mary Kay Cosmetics out of Dallas, TX! You probably think I am crazy... but I just have to tell you I am looking for before and after models to feature in my makeover portfolio this year! Have you ever been asked to model before? Really? You’re kidding me! You are so (give compliment that’s sincere)! Tell me ___ would you consider modeling for me?” (Exchange names, numbers, and addresses)
 - Call & Book appointment within 24 hours of getting her name & number
 - Attempt to turn facial into a class or invite her to a Color 101 Night!

INVITING GUESTS TO OUR COLOR 101 NIGHTS:

- “Hi ___ this is ___, I am so excited I just had to call you! Do you have a quick minute? Great! I am in the process of getting my Color Certification with Mary Kay Cosmetics and in order to complete the program I need models at each training session! This week we are featuring our ___ looks and I think one of them would be perfect on you! It’s on ___ at ___ from ___ to ___, and for helping me out you’ll receive a \$5 Gift Certificate to be used that night, a full makeover look, and chances at some awesome door prizes! Does this sound like something you could get excited about? Great! (confirm date, time, driving arrangements & directions) Oh ___ sometimes its fun to bring a friend—if you know of someone who is fun and you can guarantee me that she’s as sharp as you—you are more than welcome to invite her to attend! (be sure to confirm number of people 48+ hours prior).

A NOTE ABOUT YOUR GUESTS:

- You’ll want to look for guests over 18 who may or may not use the product. Each week you’ll want to look for guests who have not been at a previous guest event or Color Certification Night. You may want to look for guests who you would enjoy building a professional relationship with.

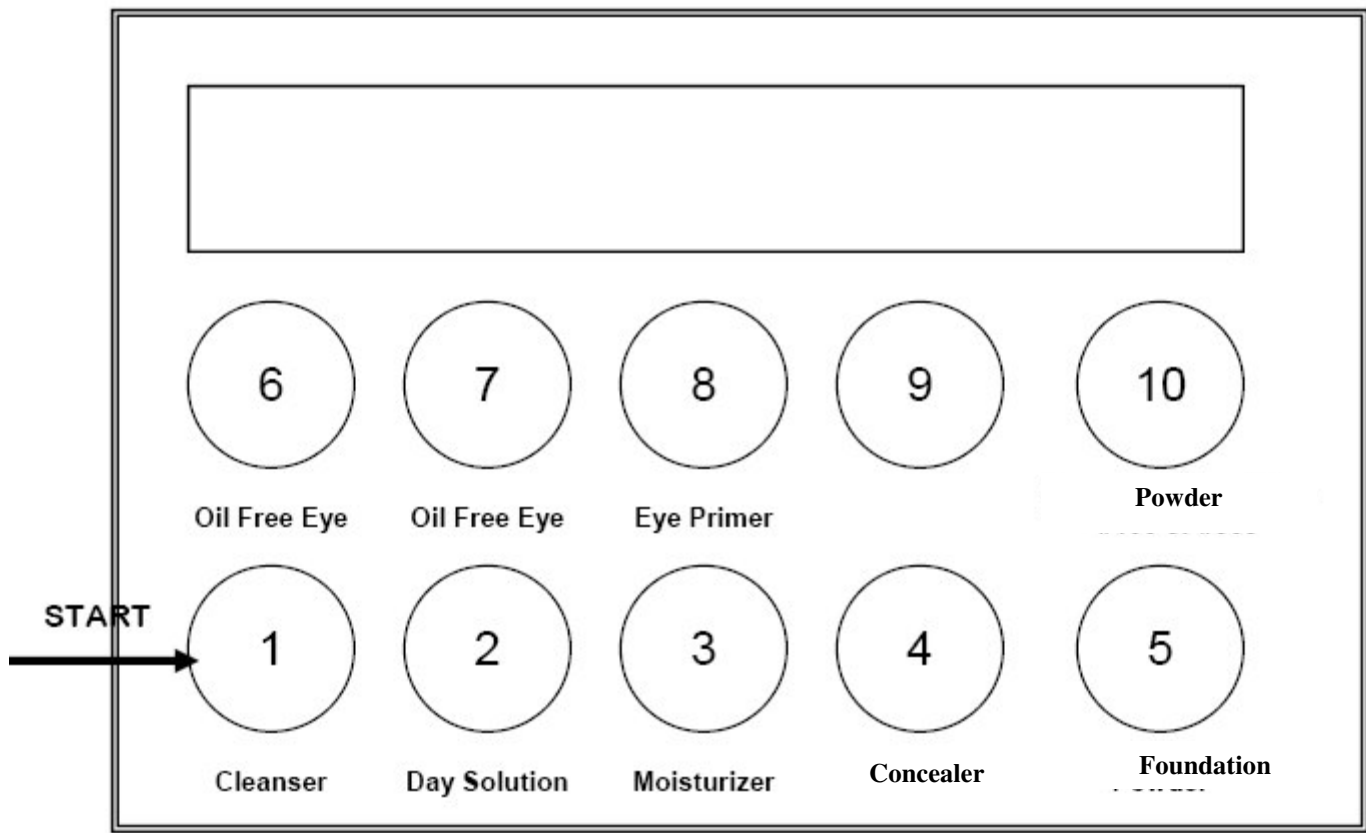
HOW TO CONFIRM YOUR GUESTS:

- Send a confirmation postcard immediately after confirming date & remind her of gift. *Can also include \$5 model certificate.
- Call her approx. 48 hours to the event to DOUBLE CONFIRM! Be sure to tell her “what’s in it for her” so she knows it’s worth her time!
- If she reschedules or can’t come on that day—be sure to re-confirm for another day.
- RSVP 24 hours prior to the event! Have SOLID guest counts ready!

COLOR 101 PROCEDURE:

- Opening
- Oil Free Eye Makeup Remover & Cleanser
- Before Picture
- Day Solution, Moisturizer, Foundation, Powder, Glamour
- Hand Facial
- After Picture
- Table Close & Private Consultations

"Color 101 Portfolio Night" Tray Fill Map



YOU WILL BE RESPONSIBLE FOR ALL SUPPLIES FOR EACH GUEST. REVIEW SUPPLIES & BE PREPARED! MAKE SURE MIRRORS ARE CLEAN & TRAYS ARE LABELED. MAKE SURE ALL YOUR LABELS ARE ON YOUR RETAIL PRODUCTS AND MIRRORS. IF FOR SOME REASON, YOU DO NOT HAVE A TREND CARD FOR THE EVENT. CALL YOUR DIRECTOR BY 5PM THE DAY BEFORE & YOU CAN PURCHASE A COMPLETE LOOK (TREND CARD, EYE & LIP LINER, & GLOSS) FOR \$3.00.

Consultant Brings for Each Guest *(In Ziplock Bag)*

1. Color 101 Trend Card w/clear bag staple to it withMascara Wand, Sample size Eye liner (match look), Sample size Lip liner (match look), Sample size Lip gloss (match look)
- | | |
|----------------------------|-----------------------|
| * Model Certificate | * Head Band |
| * Face Case | * 4 100% Cotton Balls |
| * Styrofoam Tray w/ labels | * Customer Profile |
| * Disposable Facial Cloth | * Pen |
| * Beauty Book | |

Paper Work:

1. Roll-Up Sheet
2. Recruiting/Hostess Packets
3. Camera
4. Beauty/ Look Books
5. Calculator
6. Model Certificate
7. Sales Ticket
8. Extra Sponge Tip Applicators
9. Extra Mascara Wands

- **I WOULD PUT ALL PRODUCTS IN MY ROLL UP BAG TO DEMO FROM (REVIEW PRODUCTS FROM TRAY LABEL TO FILL ROLL UP + FOUNDATION DEMOS) **1 TOTE BAG FILLED WITH SUPPLIES & PAPER WORK
- **LEAVE PRODUCTS FOR PURCHASE IN YOUR CAR
- **TRY TO ELIMINATE BAGS AND CONSOLIDATE INTO YOUR STARTER KIT OR ON THE GO BAG.

Before Guests Arrive: Set up Face Case & fill tray according to map above. Place the Roll-Up Sheet FACE DOWN underneath the Face Case. Place Disposable facial cloth & profile card next to tray. **DO NOT GIVE BOOKS until the END of the class!**

As Guests Arrive: Fill our Profile Card, decide on foundation & powder color. Disperse in tray! PLEASE make sure YOU get their supplies set up and have them ready to go **BEFORE** the event begins!!

PLEASE be sure you STUDY the Private Consultation questions that are part of my Skin Care Class Cards found in the training center on my website under Skin Care Classes or New Consultants. You will SELL when you do great consultations! GET GOOD at being FAST! You will only have 10 minutes to close.

Color 101 Class Agenda



BEFORE the class begins, consultants need to prepare their model's trays with all skin care and color product samplers, including stripe testing your model to match foundation and powder.

Models need to have their Customer Profile completed and ready to begin at 6:30 pm

**WELCOME—MODELS FOLLOW WITH BEAUTY BOOKS..
THANK HOSTESS –GIVE GIFT**

I-Story

Review Trays

Oil-Free Eye Makeup Remover (both eyes)

TimeWise 3-in-1 Cleanser (velocity Cleanser)

TAKE BEFORE PHOTO!

TimeWise Age Fighting Moisturizer (Velocity Lightweight Moisturizer)

APPLY Concealer, Foundation & Loose Powder (or Bronzing powder).
Talk about being able to personalize and customize to get their products just right for their skin type and special needs.

HAND CLOSING (POWERFUL)

Satin Hands

Eye Primer

Color Time.....romance Color 101.....compact filled with 3 eye shadows, blush, lipstick & brushes, eye liner, lip liner, lip gloss & mascara.... All for \$104

**Apply colors according to their LOOK CARD!
Eyes, Cheeks, Lips!**

**REVIEW ROLL UP BAG W/PLACEMAT
QUESTIONNAIRE
CLOSE SELL/PRIVATE CONSULTATION**

**What did they enjoy the most! Applause, applause and
take AFTER PHOTOS!!**



Color 101 "17 Face" Tracking Sheet

Name: _____ Month: _____

Number of Total Faces For The Month: _____ Total Sales: _____

Total Interviews: _____ Total New Recruits: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____



Model: _____

Date: _____

COLOR 101 MODEL CERTIFICATE

\$5



Thank you so much for being a model in my Color 101 Portfolio! Use this \$5 Certificate tonight as a token of my appreciation!

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Thank You...



In advance for agreeing to be my model for my Color 101 Portfolio! **I am honored to display your makeover as part of my work!** Our Color 101 night will start at _____sharp, so we'll want to make sure you arrive **by** _____ on _____ at the

_____ Just for being my guest, **your name will be entered in our special Door Prize Drawings & you'll receive a \$5 Gift Certificate to shop with that evening!** I know you won't want to miss out—but *in case* something comes up please call me *at least* 24 hours in advance as I have a limited number of supplies and a waiting list of clients who are waiting to model in my portfolio! Can't wait to see you then!

_____ # _____



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_____ # _____



Thank You...

For being my model for my Color 101 Portfolio! **I am honored to display your makeover as part of my work! I enjoyed the time with you and it was a joy working with you.**

If you have any questions about the makeover or any purchases you made, please give me a call. I am proud to have you as one of my preferred customers.



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Thank You...

For being my Hostess for my Color 101 Portfolio! I am honored to display your makeover as part of my work! I am so excited about your Color 101 class booked for _____ at _____. I really excited for you because your going to earn _____.

If you have any questions before the class, please give me a call.



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