

10 Great Reasons to
BEGIN
Your
Mary Kay Career
during the
HOLIDAY Selling Season!



1. You get to take the tax benefits at the end of the year, without doing much to earn them. It's like having a baby in December!
2. You will be able to take advantage of a fantastic discount on all of your Christmas presents for your friends and family.
3. A camera (for taking before and after photos), an answering machine, or other business machines are just a few of the tax deductible presents you might buy yourself to help you start your business.
4. Are you going to travel to see friends and family over the holidays? Take your beauty case, practice on them, and write off the trip.
5. Are your relatives visiting you over the holidays? Practice on them and get part of your Perfect Start done!
6. Are your friends and acquaintances going to holiday parties? Help them with a holiday look!
7. Make immediate sales by letting your friends and family know that your store is open for last minute purchases like stocking stuffers, gifts, and free gift wrapping.
8. January is one of our company's "best sales months". Women will be looking to make their New Year's Resolutions, which means they are ready for a change. Change usually requires a makeover, and they may have "gift" funds readily available to make their purchases. Get some training under way so you are ready to take advantage of the new year. What better way to help clients over the "post-holiday blues" than to have a complete makeover!
9. Over the holidays, you will see lots of people that you won't see otherwise. What a wonderful time to be able to tell them about your new Mary Kay Career (and to arrange for post-holiday bookings).
10. Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends, keep good records, because you can tell them all about your new Mary Kay Career and write off the calls!

Overcoming Common Objections

I don't know if

I'm the "sales" type...

I have never sold anything before.

I can teach you to do exactly what I do. You can learn and then teach others.

think I'm too shy.

Many others have said that, then they learned that the training classes build confidence. I think Mary Kay is the best self-improvement course available!

I'm afraid to stand up in front of people.

Your first few classes are usually in front of family and friends - it's much less stressful.

I don't wear make-up.

Absolutely no problem. Mary Kay is not about make-up; it is about skin care. I don't know anyone who isn't interested in good skin care. Our color cosmetics line is just the "icing on the cake!"

I hate parties!

Isn't it great that we have skin care classes and that we limit our attendance to six people? That way, we can give each person the attention they deserve!

I don't want to obligate my friends.

You'll find that once your friends try the products, they will thank you for sharing them. There are many reasons that Mary Kay is the Best Selling Brand of Facial Skin Care and Color Cosmetics on the market today. And your friends will love the special attention you give them.

There are no born sales people. Wouldn't you agree that, after the proper training, you could present our products? With the best-selling brand and a 100% satisfaction guarantee, you can see that the purchase follows naturally?

**Could YOU get excited
about an extra \$500, \$1000,
\$2500 this holiday season?**

