

6 Qualities of a Successful Beauty Consultant

1. **TOO BUSY:** "Busy people get more done!" They are better time managers and know how to prioritize their time. Mary Kay provides full-time pay for part-time hours!
2. **MONEY-MOTIVATED:** Whether you want to reduce debt, have more free time, are saving for the future, or want to contribute to society; you are your own boss in Mary Kay!
3. **NOT THE "Sales Type:"** Due to our consumable product line, not being pushy is a benefit to insure a strong re-order business. The best Beauty Consultant likes to work with people.
4. **DON'T KNOW A LOT OF PEOPLE:** We offer *free*, comprehensive, consultant training which can help you build your business outside of family and friends.
5. **FAMILY-ORIENTED:** Women are known to do much more for their family than for themselves. Mary Kay offers the freedom and flexibility to have more time for your family. Our priorities are faith, family, and then career.
6. **DECISION-MAKER:** "You'll never know unless you try."

Mary Kay provides us with dialogs and scripts. \$100 investment includes your business starter kit and immediate consultant benefits including product discounts and training materials. "You're in business for yourself, not by yourself."

\$100 may not change your standard of living, but it may change your life."

OTHER BENEFITS:

- No Risk – 90% Buy-back Guarantee
- No Quotas/No Glass Ceilings
- Prizes weekly, monthly and quarterly
- No Territories!

TAX BENEFITS

As a self-employed, independent contractor, there are tremendous tax benefits in your Mary Kay career.

While your Director will go over them many times in the course of a year, the company suggests that you consult a tax specialist concerning specific business expenses which may be deductible.

**WISE
WOMEN
make
WISE
CHOICES ...**

Considering that over 50% of all online activity is done by women, Mary Kay is advanced in the area of online ordering and information for customers and consultants.

Visit us at www.marykay.com

MARY KAY®

Introduces

The Pilot Program



Mary Kay Facts

- Mary Kay Cosmetics is the best-selling brand of facial skin care and color cosmetics in the United States for many consecutive years.
- One of only 2% of cosmetics companies that manufacture their own products.
- International in scope. Sold now in over 30 markets worldwide.
- *Sales & Marketing Magazine* ranks Mary Kay one of the top 25 sales forces in the nation.
- Mary Kay Ash has been recognized as the most influential woman in business during the 20th century by Lifetime Television Online.
- Mary Kay has been named by *Fortune Magazine* as one of “The 100 Best Companies to Work for in America” (1984, 1993, 1998), and as one the “10 Best Companies for Women to Work For.”
- It is a dual marketing program. It is not a pyramid or multi-level marketing plan. All orders for product are placed directly through Mary Kay, Inc. All commissions come directly from Mary Kay, Inc.
- Mary Kay is activity based. You control what you earn and when you want to promote yourself. This is accomplished by selling product and team building.
- To alleviate your concern and allow you to begin your career with a risk free opportunity, Mary Kay has a 90% buy-back guarantee for all unused Section 1 product within one year of last order.
- Unlike companies with 9 to 5 hours, overtime and glass ceilings, Mary Kay allows you to always prioritize faith, family, and career.

Try being a Consultant for a month or two,
earn \$500 or more,
And see how you like it! If
you love it, keep going!
If not, become a client again,
Or reorder for personal use
And buy your Mary Kay wholesale!

How to get started:

1. Order your starter kit for \$100 plus tax and shipping and you will receive *full size* product valued at \$323 plus samples, books and everything you will need for your Summer Pilot Program.
2. Order a basic inventory order for \$600 plus tax.
3. Book a “Ribbon Cutting Ceremony” with me and invite your family and friends. We will sell \$300-\$600 and book 5 or 6 appointments.
4. I will help you with the first appointments and we will sell \$100-\$400.
5. You hold the other 5 appointments, selling out of your own inventory. If you are enjoying your experience, and having loads of fun ~ we’ll keep on! If not, enjoy the profits and become my special client again!

Normally, when you order \$600 wholesale, you receive \$1200 retail. As a new consultant, your \$600 investment more than doubles in value!
You will have the opportunity to get an additional \$200 FREE!

What a great time to give
Mary Kay a try!

Avenues of Income

1. Skin Care Classes & Facials

50% profit. The highest direct sales commission in the United States.

- An average class is approximately \$200
- Attendance ranges from 3 to 6 people
- An appointment is approximately 1.5 hours
- Average income per hour is \$75

2. Reorders

50% profit. Our product is consumable, so reorders become a large part of our income. An average customer using the Skin Care plus a few glamour items will reorder approximately \$300 within a year.

3. Internet Orders

50% of Mary Kay customers shop on line. A consultant is eligible to purchase her own business website (completely maintained by Mary Kay, Inc.) which will not only allow her customers to shop online but any new customer inquiries will be referred to the registered consultant by zip code.

4. Dove-tailing

When unable to hold an appointment, another consultant will hold it and pay 15% of the total sales to the original consultant who actually set the appointment. This area of income gives us the freedom and flexibility to prioritize our family and business.

6. Team Building

Sharing the Mary Kay opportunity has always been considered a privilege. Through personally selecting her team members, a consultant is able to develop her leadership and management skills, while earning commissions.