

# MARY KAY MARKETING PLAN

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

Address: \_\_\_\_\_ Home Phone: (\_\_\_\_\_) \_\_\_\_\_

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

## 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.



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

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What, if anything, would you like to change?

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

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

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

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What do you value most in your life right now?

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Thinking of your current job, do you.....

- |  |       |
|--|-------|
| ...consider it to be the career of a lifetime?                             | Y / N |
| ...have flexibility in your schedule to take time off whenever you desire? | Y / N |
| ...honestly feel you are paid what you are worth?                          | Y / N |
| ...have control over your career advancement?                              | Y / N |



In a working environment, which would be your preference:

- \_\_\_ to be part of a team  
 \_\_\_ to be a leader of manager

## Please check the box that best describes you:

⇒ Results Oriented

⇒ Quick Decisions

⇒ Direct Style

⇒ Achievement Motivated

Values in Workplace:

- Time and Effectiveness
- Fast Worker
- Powerful Influence

Desires:

⇒ People Oriented

⇒ Intuitive Decisions

⇒ Motivational Style

⇒ Recognition Motivated

Values in Workplace:

- People and Relationships
- Enthusiastic Worker
- Inspirational Influence

Desires:

⇒ Family Oriented

⇒ Slow, Paced Decisions

⇒ Team Playing Style

⇒ Security Motivated

Values in Workplace:

- Guidelines and Structure
- Consistent/Steady Worker
- Loyal Influence

Desires:

⇒ Detailed Oriented

⇒ Analytical Decisions

⇒ Perfectionist Style

⇒ Service Motivated

Values in Workplace:

- Organization and Excellence
- Thorough/Precise Worker
- Crucial-Thinking Influence

Desires:

If I only had 5 minutes to share some facts about a Mary Kay Career, what would you want to know? \_\_\_\_\_

*Now, I'd like to share with you why I decided to become a Mary Kay Consultant and why I love what I do!*

## FACTS

### Our marketing Plan (Selected the #1 Marketing Plan by Harvard School of Business)

1. Income is based on retail sales. 40-50% discount on wholesale purchase. Purchase for \$1.00, sell for \$2.00.
2. Considered "Dual" marketing, not multi-level or "pyramid."
3. 90% buy-back guarantee, on any Section 1 products purchased within the past 12 months.
4. Everyone begins at the same level and promotes themselves based on performance and leadership.
5. No territories, sales, or time quotas assigned.
6. Can work part-time or full-time.
7. \$100 + tax and \$25 shipping and handling puts you in business.

### AVENUES OF INCOME

Skin Care Classes & Facials  
Reorders  
Miscellaneous Sales (Holiday baskets, open houses, etc.)  
Dovetailing  
Personal Team-Building Commissions and Bonuses  
Company Awards, Incentives, and Prizes  
Career Car Program  
Sales Director Commissions and Bonuses  
Tax Deductions



**MARY KAY IS THE #1  
FACIAL SKIN CARE AND COLOR  
COSMETICS COMPANY IN THE U.S.**

### 5 WAYS TO WORK YOUR BUSINESS

Career  
Full Time  
Part Time  
Hobby  
Personal Use



### INCOME POSSIBILITIES

Average class takes about 1.5 hours – Average sales of \$150 = \$75 average profit/class  
How many could you do per week? \_\_\_\_\_ x \$75 = \_\_\_\_\_.  
Plus reorders and Team Building Commissions!



***Women come into Mary Kay for a variety of reasons.  
Which of the following would be important to you?***

- Company Philosophy: Faith first, family second, career third and living by the Golden Rule.
- Money: Unlimited earning potential.
- Recognition: Prizes and awards for outstanding achievements.
- Flexibility: Work around your schedule.
- Self-esteem: Positive support system that encourages success.
- Car Program: Use of company car with license and most insurance paid.
- Advantages of being your own boss: Tax benefits and flexibility.
- No territories or quotas: Sell products and build your team anywhere in the U.S.
- Love Mary Kay products: Purchasing your Mary Kay products at wholesale.
- Friendship and Fun!
- Helping others feel better about themselves.



If you were to become a Consultant – list 5 friends that would help you by giving you their opinion of our products.



## The Six Qualities of Successful Mary Kay Consultants...Which apply to you? Please check each box that describes you!

1. They are busy people.
  - \*Know how to prioritize.
  - \*Excellent time managers.
  - \*May not have 10 hours – but may have 10 minutes, 3 times a day!
2. They have more month than money.
  - \*Motivated to make more money.
  - \*Goal-oriented and ambitious.
3. They are not the “sales type.”
  - \*Not pushy, but informative.
  - \*Like people and repeat business from happy clients.
  - \*Not aggressive – they attract, not attack.
4. They don't want to build their business just around family and friends.
  - \*Want to build a business with real customers.
  - \*Developing clientele is covered in training and with ideas shared at weekly meetings.
5. They are family oriented.
  - \*Motivated by the needs of their families.
  - \*Don't use their family as an excuse, but as a reason to do well.
  - \*Want more for their family and want to present a good example to their children.
6. They are decision makers, not procrastinators.
  - \*Sitting on the fence of indecision is very uncomfortable!
  - \*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.
  - \*They'll never *really* know unless they try.



## STEPS NECESSARY TO GET STARTED

1. Decide this is something you'd like to try.
2. Complete your agreement and submit it with cash, check, or charge. Your total will only be \$\_\_\_\_\_, (\$100 + State Tax + \$\_\_\_\_\_ shipping). Your showcase will arrive in about 1 week!
3. Is there any reason we can't complete the paperwork and get you started on your training?
4. If yes – why? \_\_\_\_\_



On a scale of 1-10, based upon what you know so far, what is your current interest level in our Mary Kay opportunity?

1 2 3 4 6 7 8 9 10

If you've made a decision to join us...**CONGRATULATIONS** and **WELCOME!!!** You have just made a decision that can change your life and the lives of others around you!

If, however, you need more time to think about it, please remember not to “think” too long! You will really never know until you try! When would be the best time to contact you within the next 24-48 hours to get your decision?

Call me on \_\_\_\_\_ (day), between \_\_\_\_\_ and \_\_\_\_\_ at \_\_\_my home# \_\_\_office#.

If your answer is no, not right now...please know that we appreciate you for taking the time to hear some facts. The Mary Kay opportunity will always be here should you decide later. Until then, you can be a talent scout for us.