

Mary Kay Cosmetics

Congratulations you are out selling your product, building your customer base, booking classes from classes, adding team members and now you are wondering what do I do for paper work?

This packet has office organizational information and record keeping tools for expenses and income. It is very important that you keep records weekly and/or monthly. Weekly Summary Sheets keep track of your income for your records. I need you to bring me a copy to our Weekly Unit Meeting or send a copy to me if you are out of town and take a copy to your Adopted Director. Monthly you will need to record your expenses.

You will want to take guests to your Weekly Unit Meetings for makeovers/glamour models or whatever your director is promoting for that week. See the 2 informational sheets on this. Also, you will want to start volunteering to help your director/adopted director at these functions. It will help you become involved and to become a leader in your unit.

You are on your way to a very successful career with your Mary Kay Business. I can see you in your Red Jacket sporting your Perfect Start/Power Start Pin, your Power Start Plus Pin and Star Consultant Pin. Pontiac VIBE and Directorship are there for you. My advise is to take all that Mary Kay offers you. Don't just settle for the appetizer, when you can have the whole 7 course dinner offered at Mary Kay's Banquet .

Customer Service Tips

By Senior Sales Director Sarah Hjelle



*As a Beauty Consultant it IS our responsibility to service our customers to the best of our ability! Your customers are your lifeline to a successful and growing business! How you treat them will reflect greatly on your success! Study and MASTER customer service skills, because TRULY everyone wants to know... what's in it for me? **Focus on at least 100 customers in your first 6 months!***

- **Customer Service Begins With a Schedule:** It's important that when you begin your business that you make a decision on how often you will service your customers and **STICK TO IT!** My recommendation is to make customer service calls every 3 months when the Preferred Customer mailing goes out. You will want to train your Time Wise customers to call you when they run out of Cleanser, purchase two at a time, or use your Web Site to re-order.
- **Offer Your Customers More Than One Way To Reach You:** You will definitely want to order your business cards right away if you haven't already! This is the perfect way for your customers to keep your information on file. Include your email address, cell phone number, and Mary Kay Web Site address on your card! The easiest way for your customers to reach you is through your **Web Site**—it's open 24 hours and features the latest products! Customers do tend to purchase more when ordering on-line. Circle your Web Site address on your business card and inform them of it each time you hand one out! Sign up for your Web Site at: www.marykay.com Choose 'intouch'.
- **Every Good Customer Should Be On PCP:** Following this sheet in your packet is information on how to sign up your first list of customers on the **Preferred Customer Mailing.** As a new Consultant you may want to sign up your initial 30 faces and as you build new customers you can add, change, or delete names each time the new enrollment form comes out. This is an excellent program designed to help you service your customers and keep them aware of what's new! The average reorder on PCP is over \$15.00 higher than those who are not enlisted! Your goal should be to build to 100 customers on PCP! Call 1-800-458-8968 for your information packet.
- **Follow Up Is ALWAYS The Key!!** Customers who have purchased products from you but have not been followed up on within a 6 month time period are free to purchase product from other Consultants! By not receiving a phone call from you they are not receiving their promise from Mary Kay! **Be sure to follow—up on EVERY Time Wise or 'set' sale—be sure the products are working! Follow-up on samples given in bags or opinions asked on anything!!** You can consider a client your customer when she purchases product on a regular basis from you! Does she use the Time Wise Skin Care? Is she on your Preferred Customer Mailing? Does she reorder the product she uses? Is she open to trying new things? OR does she just use a Lipstick or a Mascara from time to time? Often times we mistake a good customer for one who is just ordering one or two items per year just because we really like her! I never consider a customer to be "mine" unless she is purchasing on a REGULAR basis or she is on a skin care, nail care, or body care system with me!

Additional Customer Service Tips

By Senior Sales Director Sarah Hjelle

- **Set Up A Delivery Schedule:** When your customers call for re-orders give them three options for delivery. You will personally drop it off on ___ or ___ and if that doesn't work...offer to drop in the mail! Run your business—don't let your datebook run you! Choose when you'll deliver!
- **Offer A Birthday Club:** Send hand written Birthday Cards to each of your customers during the first week of their Birthday month. Offer either a 10% discount for the entire month or offer to stop by and do a complete glamour makeover on them! Don't forget to bring a wrapped gift with! When you call them to wish them a Happy Birthday, let them know you have a gift for them...ask when is a good time to stop by!
- **Have 2 Open Houses Per Year:** I would recommend having your open house in April and October or May and the first part of November. These are perfect months to advertise for holidays! A spring open house for Secretaries Day and Mothers Day not to mention Birthday's and Bridal showers. A fall open house for Christmas Presents! Whichever you choose you'll want to keep it the same week of the same month each year! It trains your customers!
- **Test Panels:** Invite your customers often to your local success nights to try new products. It's a service we owe to them! We want to keep of our customers up to date on the current products we carry in our line! OR you could host a product test panel night in your home once per quarter to highlight the new limited edition products!
- **Offer Seasonal Re-Programming:** It's a good idea to get together with your good clients 2 different times per year. Once in the spring and once in the fall. This will give you the opportunity o make sure all of the products are working out for her skin and see if you need to maybe add a supplement for dryness or oiliness!
- **Go The EXTRA MILE:** 1) When making delivers or sending anything through the mail—make your products look important. Wrap everything in white tissue or elegant printed tissue. Use a gold sticker to close package. 2) Wrap free gift with purchase in tissue - use the same idea as above. 3) Decorate samples with curling ribbon or netting. 3) Tie a pink helium balloon to bag when making deliveries. **You want others to SEE the service your customers are getting!**
- **Send Lots of Notes:** It's important to send notes to everyone! Thank the hostess, thank the guest that purchased, thank that guest that didn't but tried the products! Thank your interview prospects, thank your guests for coming to success meetings, thank people you do business with, thank sister Consultants, thank Directors! What you give out comes back to you tenfold!
- **As You Grow You'll Need Larger Systems:** I have purchase a computer program called Boulevard! It works with MK Consultants and Directors to better track their inventory, weekly sales, and customers! **If you would like info go to www.mainstreetsoftware.com or call 503-670-1310 to order.** Cost around \$100.

HOW TO INVITE A GUEST TO EVERY UNIT FUNCTION

By using the following dialogue, you can develop the habit of bringing guests to your unit functions—and increase your recruiting average!

DIALOGUE TO USE WHEN INVITING A GUEST TO A FUNCTION

“Hello, Jane! This is Sue with Mary Kay Cosmetics. I won’t keep you but a minute. Jane, you’ve been on my mind because (share a special quality she may have—great hostess, customer, a woman of her word, etc.). The reason I am calling is because I would like to invite you to our upcoming (function) as my special guest (a model). It is Wednesday night at 7 p.m. You will be helping me out with my training. I will have a special gift for you just for attending! I can pick you up. Is there any reason why you couldn’t attend?”

If you ask one person a day, you will have contacted seven people and should have four yeses. Taking into consideration the possibility of a last minute cancellation, at least two of those you asked should be able to make it. Don’t forget to follow up with those who couldn’t make it that week. There’s always next Wednesday! Get them excited about coming the next time.

FOLLOW UP WITH YOUR GUESTS

On the morning of the day of the unit meeting or guest event, call your guest and say, “I’m just calling to confirm the time and place for me to pick you up. I am really looking forward to showing you off this evening!”

HOW TO INTRODUCE YOUR GUESTS

Use a four-part format, but keep it short!

1. Introduce your guest by name
2. Tell how you know them or how you met them
3. Pay each guest a genuine compliment
4. Have each guest tell something about herself

Example: “I’m so pleased to present Jane Brown. Jane is one of my hostesses and she’s been using Mary Kay for over two years! She has a positive attitude and loves to look her best, so I know she’ll enjoy our meeting tonight. Jane, please tell us a little about yourself.”

EXAMPLES OF INTRODUCTIONS

- I am happy to introduce you to...
- Let me acquaint you with...
- I am honored to present my guest...
- I want you to meet my guest...

EXAMPLES OF GENUINE COMPLIMENTS

- Jane has a dynamic personality.
- Jane is a woman of her word or integrity
- Jane works with the public and she really knows how to look her best.
- Jane is one of my preferred customers.
- Jane is one of my best hostesses, and her skin care classes are a pleasure to hold.

AVOID SAYING:

“This is Jane Brown, and she’s here to look us over” or “This is Jane Brown, and I’ve been working to try to get her to become a Consultant.” It may embarrass her.

Practice saying introductions out loud until they become second nature to you. This will help increase your confidence and make your guests feel more at ease.

START PLANNING NOW WHO YOU’LL BRING TO OUR NEXT UNIT FUNCTION!

THINGS YOU WILL NEED TO BRING WHEN FACIALING A GUEST AT A UNIT MEETING

At each unit meeting, there will be someone scheduled to do facials that evening. Guests are always welcome at our unit meetings! If you are bringing a guest, you should arrive 30 minutes early to set up for your guest(s). You are not responsible for actually doing the facial. However, there are some things you will need to bring to the meeting when you have a guest. In addition to bringing a small gift for your guest(s), please make sure you have one of the following items with you for each guest:

- Mirror
- Head band
- Three cotton balls
- Two facial cloths (they need to be damp)
- Mascara wand
- Sponge tip applicator
- Sponge for blending foundation
- Color Card
- Beauty Book
- Sales ticket
- Customer Profile Card
- Ink pen

Before the class or facial begins, please have these products on the tray in this order, left to right in the tray:

1. Timewise Cleanser
2. Timewise Moisturizer
3. Instant-Action Eye Cream
4. Yellow concealer (very small amount)
5. Triple-Action Eye Enhancer
6. Foundation shade (pre-selected)
7. Powder
8. Color Card
9. Lip Liner
10. Eye Liner

Read this list and memorize it! This is the format we will use EVERY week when we say basic skin care. This is what I feel is necessary to demonstrate the basics. The person conducting the class will provide Oil Free Eye Makeup Remover, Satin Hands, and mascara. The person conducting the class will also present marketing and close the class with sets available to view. It is your responsibility to meet with your guest(s) *after the meeting* to finalize sales and discuss recruiting possibilities.

FILE DON'T PILE!

ORGANIZING YOUR MARY KAY OFFICE AT HOME

- **WHAT TO PURCHASE**

- ___ Large Recipe Box
- ___ A-Z Recipe Dividers (purchase or make)
- ___ 8 x 10 Jan–Dec Tab Dividers (for binder)
- ___ 2 Packages of Sheet Protectors
- ___ 1 ~ 2" Spine 3 Ring Binder
- ___ 1 ~ 1" Spine 3 Ring Binder
- ___ Small Notebook To Record Mileage



- **2" BINDER - LABEL "FINANCE BINDER"**

First add your large letter size January – December Tabs. This binder is for ALL financial transactions! Each month you'll want to keep the following copies filed; **filled out Weekly Accomplishment Sheets, Sales Tickets** (either the entire ticket or you can use just the 'bank copy'), **Business Tracking Registers, Commission Statements from the company, Expense Tracking Register from your Career Essentials, sheet protector with your receipts from monthly expenses, and your Packing Slips from wholesale product purchases.** ****You'll want to keep a couple of sales tickets in the front pocket of your binder to record your 'personal use' items and one for your 'business demo items'.** ****Also, you will want to begin tracking your business mileage in a small notebook. It is important that you RECORD weekly!!!** **A note about your tax consultant: Because information changes from year to year, I suggest that you take the time to research his/her background or experience in working with successful Mary Kay businesses. We use & strongly recommend: John Vetcher Accounting Services, St. Paul Minnesota (651-690-2250)*

- **1" BINDER - LABEL "BRAIN BOOK"**

This binder is your office on the go! Use tabs such as: Scripts, Booking Prospects, Customer Address List, Team Building Prospects, Team Addresses, Team Reports, Tracking Sheets, Unit Newsletter, Upcoming Events, & Applause Magazine. Add any other additional headings that you need! This will be important as you build your business! You may also want to add a zipper pouch with postcards & stamps!

- **LARGER RECIPE BOX & MY CUSTOMERS @ WWW.MARYKAY.COM**

An easy way to keep your "hard copy" Profile Cards on hand is to file them in a large recipe box under A-Z dividers. You will not need to refer to them often but if you like to keep hard copies stored than this is the perfect way to hold on to them. I suggest entering your customers into **Mary Kay's FREE program called MY CUSTOMERS** on the www.marykay.com website. Simply go to www.marykay.com, select the intouch link, type in Consultants # and chosen password, then on the left look for the header called; CUSTOMER, then select MY CUSTOMERS. You can then add everything on their profile card from, purchases, notes, preferences, important dates, etc. Once you set it up – it will remind you when to contact them for their; reorders, birthdays, anniversaries, etc! It's the perfect program to help you track the needs of your customers!

- **HANGING FILE BOX or FILE CABINET**

File all other papers under headings so that your office stays vertical and papers are neatly filed.

Weekly Summary Sheets On-Line Instructions

This is a brief outline of HOW to complete your WAS (weekly accomplishment sheets) on line through www.marykayintouch.com . It will actually walk you through the process by clicking on next, but below is the process, for all you first timers or just if you need a refresher course. This is a very quick and easy way for you to complete and send your WAS to me, and your adoptive director!!! Good Luck!!

Step 0

To the very far right, under heading **Career**, click on **Record my Weekly Accomplishment Sheet**. Will bring you into section to enter your weekly figures, if it does not **Click on Entry Form**. The week starts on **Monday** and ends on **Sunday**. If you want to change this, **Click on ADMIN**, then click on **First day of Week**.

Step 1 - enter your figures for each selling appt, after each entry click on **Add**. When you are finished entering your figures for the week, click on **NEXT**

Step 2 - you can now complete your weekly recap by adding # of interviews, # of appts for next week, # of new team members, and any Section 1 and 2 orders you placed.

Step 3 - enter next weeks goals and any areas you would like for me to discuss with you or send you information.

Step 4 - enter prospective (people you interviewed or gave a recruiting information to) or new team members information

Step 5 - shows your profit (40% after deducting any products given away)

Step 6 - Print out a copy for your records (this and your sales tickets attached are your tax records for the week) and then click on **submit** to my director!! You can also send to your adoptive director, just have your adoptive director go to **ADMIN**, then click on **Adoptee**, then give her your consultant # to add and then she will be able to receive your **WAS** also.

INSTRUCTIONS – WEEKLY ACCOMPLISHMENT SHEET (CONT.)

Dear Sales Director:

I would like more information about the following areas:

Booking _____ Closing My Classes _____

Coaching _____ Customer Service _____

Sharing The Opportunity _____ Business Management _____

Telephone Sales _____ Obtaining Reorders _____

Skin Care Classes/Facials _____ On The Go Appointments _____

Online/Personal _____ Shows (Trunk Shows, _____
Web Site Orders _____ Collection Previews, etc.) _____

Brochure/Pref. Customer _____ Other (_____) _____
Program/Misc. Sales/
Reorders _____

Next Week's Goals

Amount of Sales \$ _____

Number of Skin Care Classes/
Facials _____

Number of On The Go
Appointments _____

Number of On With The Shows
Number of Interviews _____

Number of Customer Calls _____

This Week's Hourly Earnings

Your Estimated Weekly
Gross Profit \$300.00

+ _____

Hours Worked = _____ 9

Total Earned
Per Hour \$ 33.33

| New or Prospective Team Members | | | | | |
|---------------------------------|---------------|-----------------|----------------------------------|----------------|----------------|
| INTER-VIEWED (✓) | RECRUITED (✓) | NAME | COMPLETE ADDRESS | TELEPHONE | E-MAIL ADDRESS |
| ✓ | | Stephanie Brown | 5729 Oak, Anytown, TX 75106 | (214) 627-1275 | SB@email.com |
| ✓ | | Jane Miller | 4424 Maple, Anytown, TX 75231 | (214) 592-1826 | JM@email.com |
| ✓ | ✓ | Margaret Cole | 1317 Woodward, Anytown, TX 76012 | (972) 611-1221 | MC@email.com |
| ✓ | | Carol Adams | 8624 Marsh, Anytown, TX 75229 | (972) 595-4386 | CA@email.com |
| | | | | | |
| | | | | | |

MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE): _____ WEEK OF (SEMANA DE): _____

| | SUNDAY (DOMINGO) | MONDAY (LUNES) | TUESDAY (MARTES) | WEDNESDAY (MIÉRCOLES) | THURSDAY (JUEVES) | FRIDAY (VIERNES) | SATURDAY (SABADO) |
|-------|---------------------|-------------------|---------------------|--------------------------|----------------------|---------------------|----------------------|
| 6:00 | | | | | | | |
| 7:00 | | | | | | | |
| 8:00 | | | | | | | |
| 9:00 | | | | | | | |
| 10:00 | | | | | | | |
| 11:00 | | | | | | | |
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| 1:00 | | | | | | | |
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| 9:00 | | | | | | | |
| 10:00 | | | | | | | |

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Income-Producing Activities Weekly Tracking Sheet for Consultants

Name

Week of

Do you want results from your Mary Kay business?

More Money? Earn the use of a career car? Independent Sales Director?
Then you'll want to concentrate on these income-producing activities on a weekly basis.

- A - 1 skin care class/collection preview (minimum \$100 retail / 3 faces)
- B - 2 facials or on-the-go appointments (minimum \$100 retail / 3 faces)
- C - 2 new bookings
- D - \$100 retail in customer service, Web site or brochure sales
- E - 1 marketing tape follow up with questionnaire completed
- F - 1 team-building interview with questionnaire completed
- G - 1 guest to a unit meeting - stay for marketing presentation
- H - 7 new names and numbers
- I - 1 new team member

What's Your Goal:

1. In the spaces below, type the letter of each activity as you complete it.
2. A variety of activities are suggested, but you'll want skin care classes / collection previews to be your first priority!
3. Submit this sheet along with your Weekly accomplishment Sheet and any other supporting material on a weekly basis.

Are you a part time Beauty Consultant?

*Complete any 5 activities
or 1 per day*

| | |
|----------------------------------|--|
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| Part-Timers IPAs Done | |

Are you a full-time Beauty Consultant?

*Complete any 10 activities
or 2 per day*

| | |
|----------------------------------|--|
| 6. | |
| 7. | |
| 8. | |
| 9. | |
| 10. | |
| Full-Timers IPAs Done | |

Do you want to earn the use of a car or be a Sales Director?

*Complete any 15 activities
or 3 per day*

| | |
|---|--|
| 11. | |
| 12. | |
| 13. | |
| 14. | |
| 15. | |
| Car / Sales Director IPAs Done | |

Did your activities support your goal this week?

The idea for this form was provided by Independent National Sales Director Bett Vernon