

What You Can Expect From Your Mary Kay Classes and Reorders After One Year

- ◆ At each Skin Care Class there are 3 to 6 people, with an average of 4
 - ◆ The average sales are \$175 per class
 - ◆ We retain 85% of our customers
- ◆ The average reorder per customer each year is \$157

5 Classes Per Week

\$175 x 5 =	\$875 weekly sales
\$875 x 50 =	\$43,750 annual retail sales
425 customers x \$157 per year =	\$66,725 annual reorders
\$110,475 total annual sales	
\$55,237 gross profit	

4 classes per week

\$175 x 4 =	\$700 weekly sales
\$700 x 50 weeks =	\$35,000 annual retail sales
340 customers x \$157 per year =	\$53,380 annual reorders
\$88,380 total annual sales	
\$44,190 gross profit	

3 Classes per week

\$175 x 3 =	\$525 weekly sales
\$525 x 50 weeks =	\$26,250 annual retail sales
255 customers x \$157 per year =	\$40,035 annual reorders
\$66,285 total annual sales	
\$33,142 gross profit	

2 Classes per week

\$175 x 2 =	\$350 weekly sales
\$350 x 50 weeks =	\$17,500 annual retail sales
170 customers x \$157 per year =	\$26,690 annual reorders
\$44,190 total annual sales	
\$22,095 gross profit	

1 Class per week

\$175 x 1 =	\$175 weekly sales
\$175 x 50 weeks =	\$8,750 annual retail sales
85 customers x \$157 per year =	\$13,345 annual reorders
\$22,095 total annual sales	
\$11,047 gross profit	

None of the above figures include special wholesale discounts, product bonuses, recruiting commissions, recruiting bonuses, prizes, cars, or insurance.