

New Consultant Orientation



Welcome
to
Mary Kay Cosmetics

NEW CONSULTANT ORIENTATION



Welcome to Mary Kay!

What a smart business choice you have made!
As your Mary Kay Sales Director, I want to personally
welcome you to our **Future Glorious National Area!**

*"The more people you
help become successful
the more successful
you become."*

You have chosen a company unparalleled by any other.

Check out these Facts...

- Mary Kay is ranked 10th on the Forbes List of 100 Best Companies for which to work.
- There are more women making \$50,000 - \$100,000/yr. in Mary Kay than any other company.
- There are more self-made millionaires in Mary Kay than in any other company in the world.
- Mary Kay is the #1 direct selling brand of skin care and color cosmetics in more categories in the entire USA and has been since 1993. (That's 25 years!)
- Mary Kay has more free cars on the road than the U.S. government.
- Our training and incentive programs have earned national recognition.
- Harvard Business School has promoted Mary Kay as having the best marketing plan in Direct Sales!
- Mary Kay offers its consultants a no-risk business by providing a 90% Buy-Back Guarantee.
- There are no quotas, no territories, no pyramids, no auto ships and no franchise fees.
- Mary Kay does not conduct animal testing for its products and signed the PETA Pledge 30+ yrs. Mary Kay also spends Millions on teaching other countries to do the same.
- Mary Kay operates responsibly with "Pink Doing Green" by planting trees and striving to be sustainable and green. ALL of our products and packaging is biodegradable or recyclable!
- Mary Kay builds homes and hope with Habitat for Humanity.
- Mary Kay has spent over \$50 million towards the commitment to eliminate cancers that affect women and end domestic violence through The Mary Kay Foundation.

***We definitely represent a company and
products of which we can be PROUD!***

We can make a living as we enrich women's lives!

Company

Philosophy

*God First
Family Second
Career Third*

Golden Rule

*Mary Kay asks that
"You do unto
others as you
would have them
do unto you."*

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Tools for Success

Getting and staying connected is an essential part of making your business a success. There are many ways to get plugged in, you get to choose the right tools for your business. You are in business for yourself, but not by yourself!



THOSE WHO SHOW UP, GO UP!

ONLINE TOOLS - On your computer

These resources are available to you from any device and offer tools on education, training, coaching and selling.

- Unit Website: www.glorigillespie.com
- Consultant Info Web site: www.marykayintouch.com
- Video Training: www.youtube.com/user/marykay

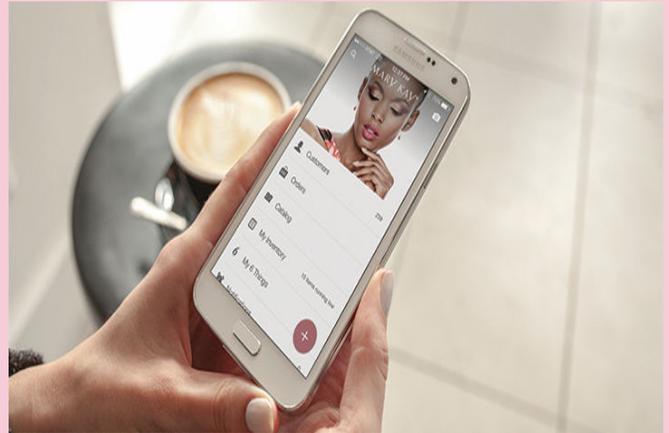


TOOLS ON YOUR PHONE

Specific tools that you can use and maximize your time. listening and/or interacting with others.

- Training and Coaching via the **VOXER** App
- Mary Kay **mycustomer** App & **InTouch** App
- Scheduling website: www.glorious.youcanbook.me

Million Dollar Messenger: Call Daily for Motivation and Inspiration (641) 715-3900; 44336#



SOCIAL MEDIA TOOLS

Social media is helpful and vital to getting and staying connected.

Facebook Group Pages: www.facebook.com/groups/Glorious2017

Search and follow all Mary Kay Social Media Facebook, Pinterest, Twitter, Instagram & Google+



“Nothing happens until somebody sells something.”

- Mary Kay Ash

Show Me the Money!

Work your business when you can... So that when you can't, it is still working for you!

5 Ways to Generate Sales

1. Beauty Experience (1 on 1)
2. Beauty Experience (3-5 in attendance)
3. On the Go
4. Online Orders
5. Catalogs and Order Forms

Option 1: Hobby Time

2-4 hours a week

1 apt x \$300 sales = \$300 week

\$300 x 4 weeks = \$1,200 month

\$600 order / \$600 profit

\$600 a month x 3 months = \$1800 per quarter
(Sapphire star every quarter!)

\$600 a month x 12 months = \$7,200 profit a year
100 customers reordering at \$200 a year = \$20,000
retail / \$10,000 (profit)

Grand Total = \$17,000 per year

Option 2: Part Time

8-10 hours a week

3 apt x \$300 sales = \$900 week

\$900 x 4 weeks = \$3,600 month

\$1,800 order / \$1,800 profit

\$1,800 a month x 3 months = \$5,400 per quarter
(Pearl star every quarter!)

\$1,800 a month x 12 months = \$21,600 profit a year

300 customers reordering at \$200 a year = \$60,000 (retail)
/ \$30,000 (profit)

Grand Total = 51,600 per year

Option 3: Full Time

15-20 hours a week

5 apt x \$300 sales = \$1,500 week

\$1,500 x 4 weeks = \$6,000 month

\$3,000 order / \$3,000 profit

\$3,000 a month x 3 months = \$9,000 per quarter
(Super Star Challenge!)

\$3,000 a month x 12 months = \$36,000 profit a year

500 customers reordering at \$200 a year = \$100,000
(retail) / \$50,000 (profit)

Grand Total = 86,000 per year

Commissions (profit sharing) on Your Team

1	3	5	8	16	24
4%	Red Jacket	9-13%	DIQ	CAR	26%
(\$50 bonus)	(\$100 bonus)	(OTC)			
	(1st time only)				

1 out of 3 inner views will say YES to starting their business...

3 parties a week is 9 faces a week or 36 faces a month
(36 divided by 3 = 12 new team members a month)



Cars Jewelry Trips Money

Commissions (Profit sharing) on Team

Example of Team Building if you hold 3 parties a week

Team Member #1 orders \$1,800

Team Member #2 orders \$600

Team Member #3 orders \$225

1. \$1,800

2. \$600

3. \$225

4. \$1,800

5. \$600

6. \$225

7. \$1,800

8. \$600

9. \$225

10. \$1,800

11. \$600

12. \$225

Total \$10,500 x 13% = \$1,365!

*\$50 bonus for every new \$600 or above Team Member order = \$400

*\$100 Red Jacket bonus (1 time)

(When you order \$600 and 5 team members order \$225 in a month you earn 13% commission.)

So... **\$1800** for sales + **\$1365** commission + **\$400** team bonus + **\$100** red jacket bonus = **\$3,665 Grand Total**





Opening Your “Mary Kay Store”

Investing in Your Dreams

This is the most exciting decision a NEW Beauty Consultant makes!

You have within you the ability to decide whether your store will be the size of a lemonade stand, a Target beauty section, Ulta or Sephora! Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you will want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow **DEPENDS** on it!! We will help you ask the questions necessary to help you make the best decision for you and your business.

Opening Your Store **WITH** or **without** Inventory

- WITH:** Sell **MUCH MORE** product if you have it on hand. You will have exactly what your customers need, when they want it– **NOW!**
- WITHOUT:** Sell about 50% less than you would if you had product.
- WITH:** You will **WANT** to sell more since having inventory will motivate you. More inventory = More profit!
- WITH:** Save time and gas by delivering product the day of the class or time of order. Collect the full amount due the day of the party, book follow-up appointments, go home and write yourself a paycheck.
- WITHOUT:** Hold the party and hope to collect 1/2 of the total amount due. Pay more for shipping because of the additional amount of times you have to order. Return home and place an order with the 50% collected.
- WITH:** Reinvest 50% of product sold to replace what you took off your shelf.
- WITHOUT:** Go home and place an additional order with remaining money, re-investing 100% to build inventory on shelf. Wait 7-14 days to get product.
- WITH:** Having inventory is the best use of your time! The more you need \$\$, the more you need product!
- WITHOUT:** Call hostess and guests to schedule times to deliver. Deliver product (may have to re-teach how to use it) and collect remaining balance. Try to book additional appointments.
- WITH:** Customers will come back to you because you are reliable.
- WITHOUT:** You will have to work harder without inventory, spend more time working your business, and make a lot

Business Investment vs. Personal Debt

The purchase of product is NOT like spending money on "Things". It is INVESTING money to make MORE MONEY.

- A Business investment increases in value.
- A business investment makes money.
- A business investment creates income and pays itself off.

- Personal Debt decreases in value.
- A personal debt takes money.
- A personal debt does not generate income, never gets paid off and if it does it's 100% more than it's original value.

What if I fail at this business?

I don't want to get stuck with a bunch of product that I can't sell or won't use?

Ok, let's say worse case scenario, you do **NOTHING** with your business and you sell **NO** product...

You have the 90% Buy-Back Guarantee on your side!!

If you have not told a soul that you are a Mary Kay Beauty Consultant and have not sold a single item, you know this isn't for you. So box it up. Send it back. Get 90% of your money back. Pay off your card. Move on with your life. This is a business decision with minimal risk, well worth taking for just 10%!



Stocking Your Store

Inventory Options	Profit	Quantity of Product	First Order Bonuses <i>*Get your Color 101 by ordering within your first 15 days!</i>	Total Avg Cost
Pearl Star Status \$9,600r/\$4,800w “Order of Excellence”	\$5,958	(Skin Care for 50 Faces) Person and Demo Roll-Up Bags Enough for EIGHT Full Roll-Up Bags All orders are customized by the Director according to the consultant’s demographics.	\$1,158 in FREE Products and Credit Pearl Star Prize *Color 101 Company Advertising and Customer Referrals Prizes and Recognition at our Star Party!	\$5,550 Tax is on retail of products. Shipping is always \$9.35 via UPS
Emerald Star Status \$8,400r/\$4,200w “Full Store”	\$5,358	(Skin Care for 40 Faces) Person and Demo Roll-Up Bags Enough for EIGHT Full Roll-Up Bags All orders are customized by the Director according to the consultant’s demographics.	\$1,158 in FREE Products and Credit Emerald Star Prize *Color 101 Company Advertising and Customer Referrals Prizes and Recognition at our Star Party!	\$4,950
Emerald Star Status \$7,200r/\$3,600w “Good Store”	\$4,758	(Skin Care for 30 Faces) Person and Demo Roll-Up Bags Enough for TEN Full Roll-Up Bags All orders are customized by the Director according to the consultant’s demographics.	\$1,158 in FREE Products and Credit Emerald Star Prize *Color 101 Company Advertising and Customer Referrals Prizes and Recognition at our Star Party!	\$4,470
Diamond Star Status \$6,000r/\$3,000w “Partial Store”	\$4,000	(Skin Care for 20 Faces) Person and Demo Roll-Up Bags Enough for EIGHT Full Roll-Up Bags All orders are customized by the Director according to the consultant’s demographics.	\$1,000 in FREE Products and Credit Diamond Star Prize *Color 101 Company Advertising and Customer Referrals Prizes and Recognition at our Star Party!	\$3,830
Ruby Star Status \$4,800r/\$2,400w “Check & See Store”	\$3,242	(Skin Care for 15 Faces) Person and Demo Roll-Up Bags Enough for SIX Full Roll-Up Bags All orders are customized by the Director according to the consultant’s demographics.	\$842 in FREE Products and Credit Ruby Star Prize *Color 101 Company Advertising and Customer Referrals Prizes and Recognition at our Star Party!	\$2,900
Sapphire Star Status \$3,600r/\$1,800w “Basic Store”	\$2,484	(Skin Care for 10 Faces) Person and Demo Roll-Up Bags Enough for FOUR Full Roll-Up Bags All orders are customized by the Director according to the consultant’s demographics.	\$684 in FREE Products and Credit Sapphire Star Prize *Color 101 Company Advertising and Customer Referrals Prizes and Recognition at our Star Party!	\$2,300
Friends & Family \$2400r/\$1200w	\$1,691	Personal and Demo Roll-Up Bags ONE Full Roll-Up Bag To Sell All orders are customized by the Director according to the consultant’s demographics.	\$491 in FREE Products and Credit *Color 101	\$1700
Friends & Family \$1200r/\$600w	\$933	Personal and Demo Roll-Up Bags Personal Color Only	\$333 in FREE Products and Credit	\$750

“Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you’ll want to take a very logical, rational approach in making your inventory decision as your time-management, immediate profit, and cash flow depends on it!!”

**A 6 STEP
PROCESS
TO MAKING
THE *BEST*
DECISION
FOR YOUR
BUSINESS!**

business power plan

Who Do You Know?

1 Make a list of 75+ Women who know your name and face ... family, friends, co-workers, etc.

It’s Your Time. Invest It Wisely. Here’s a breakdown of the average profit you can earn monthly based on the effort you put into your business. Circle the points that best represents your business goal.

2

Monthly Profit	Parties per Week	Faces per Month	Hours per Week	Points
\$160-\$320	Online Orders	6-12	1-2	2
\$400-\$600	1	16-20	5-7	4
\$800-\$1800	2-3	32-45	10-12	6
\$1200-\$3000	2-4	48-50	12-15	8

3

Training Events.

I am committed to attending success meetings each week.

3 points

I plan to attend success meetings twice a month.

2 points

I plan to attend success meetings when they fit into my schedule.

1 point

Set Your Goals.

Check ALL that apply

I’m interested in building a solid customer base. 2 points

I’m interested in earning the use of a Mary Kay Career Car. 2 points

I’m interested in becoming an Independent Sales Director. 2 points

I’m interested in replacing my full-time income. 2 points

I’m interested in having a little extra spending cash. 1 point

4

5

How Much Inventory Do I Need.

Calculate your points to find the suggested inventory for you.

- 13 points \$3,600 • Emerald Star (36 faces/month)
- 12 points \$3,000 • Diamond Star (30 faces/month)
- 11 points \$2,400 • Ruby Star (24 faces/month)
- 8-10 points \$1,800 • Sapphire Star (18 faces/month)
- 5-7 points \$1,200 • Hobby Level (12 faces/month)
- 2-4 points \$600 • Hobby Level (6 faces/month)

Make a Decision! There are many ways to invest, but here are a my favorite options you can use to make an investment!

6

- Get a small personal loan-Credit Unions & small banks usually have the lowest rates.
- Apply for a 0% card. Learn more about the credit card options on the “Financing Options” page.
- Borrow from a friend/family member who is willing to invest in support YOU and your new business.
- Use a credit card you currently have that has low interest or borrow from a savings/retirement account.
- There are many more options we can discuss!

\$1800 is the MINIMUM level that is considered having inventory on hand. You are likely to have most of what each woman orders on hand to give to her on the spot to run an efficient, profitable business. The EYE BUYS what the EYE SEES - if each woman knows she can walk out of the party with product in her hand, YOU WILL SELL MORE! Marketing studies show that sales are 75% higher when you can deliver products on the spot!

\$1800 is the MINIMUM level to be a STAR Consultant. STARS receive... 1. Tons of Recognition 2. STAR Consultant Prize 3. Exclusive invitation to our quarterly STAR Outing 4. STAR Consultants have the option to have their Director do a Business Debut so she can support you in selling the product you have on hand.

Steps To Financial Success

Financial Investment Options

- ◇ Mary Kay Chase Rewards Card at marykayintouch.com / Ordering tab/MK Connections/Chase MK Rewards. Be sure to take a picture of the card # when it pops up.
If follow up is needed, call (800)216-1129.
- ◇ Personal Bank, Credit Union, or Line of Credit.
- ◇ Available Credit on existing credit cards. (You may use up to 5 total)
- ◇ Insurance or Savings
- ◇ Personal Investor

You Are Excited! - Let's Get Started!

- ◇ **Make your inventory decision within 48 hours and receive your *propay free!**
- ◇ **Set a date** for your Kickoff with your Director. How to have a kickoff party, <https://goo.gl/WFqYbV>
- ◇ **Log into** marykayintouch.com to set up your email ("first and last name@marykay.com and follow these steps: **"Getting Started- 5 Easy Steps to Jumpstart Your Business"**
 1. Sign-up for your Mary Kay personal website (\$30/per year)
 2. Set up a **PROPAY** account to accept credit cards. \$39.00 fee /first year (*see above). This amount will be credited back to your account within 90 days of purchases worth \$600 of products on your website. Sign up for ****Square App**.
***Ask your recruiter for an invitation to join to receive \$1000 free processing.*
 2. Get your Business Essentials Kit (business cards, name badge, stamps, labels)
 3. Create your Customer List (100 women with skin)
 4. Create a "Buzz" about your business (send out MK e-cards to guests)
- ◇ Open a **fee-free checking account** dedicated to your Mary Kay business to be used for depositing checks. Obtain a debit card associated with this account.
- ◇ Make a list of 10 women who you would love to work with in Mary Kay and set up a **sharing appointment** with each one and your director to learn how to share the business opportunity. Ask if she would listen to a marketing call prior to her "inner"view.
- ◇ Complete 5 practice facials after watching the facial party video.
- ◇ Check out our unit website @ www.glorigillespie.com for great business tools.
- ◇ Announce your business website using the 24x24x24 challenge.
- ◇ **Follow-up** with your Director so she may partner with you for success!

INVEST IN YOUR BUSINESS!



New Consultants! Here is a list of banks who offer a 0% credit card to use to invest in your Mary Kay business. Most businesses aren't started using personal money, so a separate credit card could be a great option to get some inventory on hand to start your business. Please read the details below - each bank has a different application process.

MARY KAY VISA CREDIT CARD WITH CHASE BANK

Log on to www.MaryKayInTouch.com

1. From the *Business Tools* drop down menu
 2. Select *Chase MK Rewards VISA*
 3. Click the *Apply Now* button
 4. Complete the application
5. Be sure to click the box that reads: "I have read the electronic Cardmember Agreement provided through the link on this page. I understand that I should print a copy for my records."
6. **IMPORTANT!** If you receive instant approval, immediately **WRITE DOWN** the account number – the message will disappear in less than a minute to protect your security.
7. If you are approved, call Chase at 888. 609.7805 to find out your credit limit and to request an increased limit. Use the phone that you used on your credit card application.

Your Chase card will arrive within 7-10 days. Your Mary Kay tote bag will arrive 6-8 weeks after your first credit card purchase.

If you receive a "Thank you for applying" message, Chase just needs a little more time to review your application. Please be patient. You will hear from them soon.

Chase Application Tips

- A. **DO NOT** use your personal number for your employer's number.
- B. For the question about how long you lived at your current residence, you have to fill it out **EXACTLY** to get approved. So, instead of 5 years, put 5 years and 5 months to be **EXACT**.
- C. Your household income includes the income of anyone living in your home, even if you do not earn an income.
- D. If you do not get an automatic approval, call Chase to see if you can get the card rushed **OR** go to a local Chase bank to get the number.

US BANK

If you currently have an active US Bank checking account, call **Kim Doak at 937.498.7123** to apply for a 0% card. If you do not have a US Bank checking account, go to USBank.com and:

1. click on *Credit Cards* (under *Credit Cards & Prepaid Cards*)
2. click on *Introductory APR Credit Cards*
3. select the **0% US Bank Visa Platinum Card**

After you complete the application, call **800.947.1444 (option 1)** to check on application status and to expedite the card (\$25).

DISCOVER IT

Discover.com offers a credit card for students who haven't established a credit history yet. On the homepage, under *All Products & Services* click on *Discover It Students*.



BARCLAY

Barclay is an option if you have a low credit score. It is instant approval and credit limit given upon approval.

At findmybarclaycard.com there are 3 card options. Select the **REWARDS** card. Expedite the card for \$15, otherwise it will take several weeks.

General Application Tips & Suggestions

- A. If your spouse has a higher credit score than you, have him/her apply and have yourself as an authorized user.
- B. When you apply, use your **GROSS** (before taxes) household income, so you can use the combined amount of income that everyone in your house earns on your credit card application.
- C. I recommend getting a "Mary Kay only" credit card to keep your business transactions separate from personal transactions.
- D. If you have a low credit or little credit history, seek out a cosigner who has a high credit score before applying for these cards.

a few minutes is all it takes