

Mary Kay Marketing Plan

Name: _____ Date: _____ Consultant: _____

Address: _____ City _____ State _____ Zip _____

Home phone: _____ Work phone: _____ Cell phone: _____

Mary Kay Cosmetics, Inc.

- * One of the largest direct sellers of skin care products in the world
- * The Company achieved another year of record results in 2003, reaching nearly \$1.8 billion in wholesale sales
- * The Mary Kay independent sales force includes nearly 1.3 million people selling Mary Kay products
- * MARY KAY IS THE BEST-SELLING BRAND OF FACIAL SKIN CARE AND COLOR COSMETICS IN THE U.S (based on the most recent industry sales data and actual Mary Kay Sales)

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

What, if anything, would you like to change?

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

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

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

What do you value most in your life right now?

Thinking of your current job, do you...

- | | |
|---|----------|
| ... consider it to be the career of a lifetime ? | YES / NO |
| ... have flexibility in your schedule to take time off whenever you desire? | YES / NO |
| ... honestly feel you are paid what you are worth? | YES / NO |
| ... have control over your career advancement? | YES / NO |

In a working environment, which would be your preference:

___ to be a part of a team ___ to be a leader or manager



Please check the box that best describes you:

➤Results Oriented
➤Quick Decision Maker
➤Direct Style
➤Achievement Motivated

➤People Oriented
➤Intuitive Decisions
➤Motivational Style
➤Recognition Motivated

➤Family Oriented
➤Slow, Paced Decisions
➤Team Playing Style
➤Security Motivated

➤Detail Oriented
➤Analytical Decision
➤Perfectionist Style
➤Service Motivated

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

FACTS

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

1. Income is based on retail sales. 50% discount on wholesale purchase.
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 spare time, part-time or full-time.
7. \$100 + tax and shipping puts you in business.

**MARY KAY IS THE BEST-SELLING
BRAND OF FACIAL SKIN CARE AND
COLOR COSMETICS IN THE U.S.**

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



4 WAYS TO WORK YOUR BUSINESS

- Career
- Full-Time
- Part-Time
- Spare Time

INCOME POSSIBILITIES

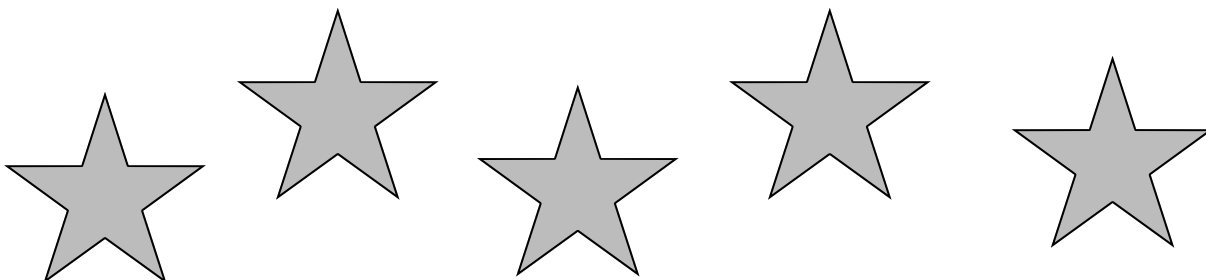
Average class takes about 1.5 hours—Average sales of \$200 = \$100 average profit/class
 How many could you do per week? _____ x \$75= _____.
 Plus reorders and Team Building Commissions!

**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 of the 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 circle the numbers that describe you!

1. They are busy people.

- *They know how to prioritize.
- *They are excellent time managers.
- *They may not have 10 hours—but may have 10 minutes, 3 times a day!

2. They have more month than money.

- *They are motivated to make more money.
- *They are goal-oriented and ambitious.

3. They are not the "sales type."

- *They aren't pushy, but informative.
- *They like people and repeat business from happy clients.
- *They aren't aggressive—they attract, not attack.

4. They don't want to build their business just around family and friends.

- *They want to build a business with real customers.
- *Developing clientele is covered in weekly Consultant Education.

5. They are family oriented.

- *They are motivated by the needs of their families.
- *They don't use their family as an excuse, but as a reason to do well.
- *They want more for their family and want to present a good example to their children.

6. They are decision makers, not procrastinators.

- *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 credit card. Your total will only be \$_____, (\$100 + Sales Tax + shipping). Your Starter Kit will arrive in about 1-2 weeks!
3. Is there any reason we can't complete the paperwork and get you started on your training? Yes / No
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 5 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 # or ____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. Maybe you know someone who would enjoy our career opportunity!