

NAME: _____

New Consultant Career Essentials: Business Basics

1. Install the "Great Start" App on your smart phone or tablet. Click on the "Education" tab and watch the training videos. Look through the Ready Set Sell Brochure (RSS), discuss your decision with your director, and place your initial order.
Date Completed _____
2. Set up a FREE personal checking account at a local bank.
Date Completed _____
3. Set up your ability to take debit and credit card payments via Propay through the Mary Kay Intouch website (click Ordering, then select Propay / Set Up from the drop down menu).
Date Completed _____
4. Set up your personal website with shopping through the Mary Kay Intouch website (click on the personal website link). Turn OFF Guest Checkout and EZ ship to protect your business from fraud.
Date Completed _____
5. Order your business cards through the MK Connections link on the Mary Kay Intouch website (if possible, the business kit is the best choice).
Date Completed _____
6. Set up your tax files (a list is attached of files to make). Save all receipts, write the purpose of the purchase on them, and file them in the appropriate file. At the end of the year, you will be able to add them up with ease for your taxes!
Date Completed _____
7. Visit and explore the Mary Kay consultant website – www.marykayintouch.com, especially Product Central, and The Huffman Legacy Unit website – www.huffmanlegacyunit.com. We also have a "Mary Kay Opportunity" section that you can send your potential team members to if they want more information after your career chat with them. All they do is go to www.huffmanlegacyunit.com and click on the "Mary Kay Opportunity" tab.

Date Completed _____
8. Decorate your Why Story page.
Date Completed _____
9. Prepare 6 folders for your 6 Pearl Trainings. All printouts can be located at www.huffmanlegacyunit.com under Training Center/Team Building.
Date Completed _____
10. Set up your Starter Kit.
Date Completed _____
11. Come to a Success Meeting 15 minutes early with a blank IPA and Weekly Accomplishment Sheet. Ask a Senior Consultant or Red Jacket to teach you how to fill them out.
Date Completed _____

***When you have completed your Business Basics Essentials,
you will WIN a MARY KAY \$MONEY\$ BAG!!!
THIS CHECKLIST MUST BE TURNED IN TO YOUR DIRECTOR TO CLAIM YOUR PRIZE!!***

Suggested Tax Files

1. **Inventory** – Section 1 and 2 order sheets from the company-comes in the box with your product.
2. **Sales** – The front pink ticket is yours to file (give customer copies to the customer at sale and when giving product; shred all others), if any sales tax was “lost” due to discount, file a carbon copy in Lost Sales Tax
3. **Personal Use** – front pink ticket with wholesale price and retail tax, file a carbon copy in Lost Sales Tax
4. **Promotional Giveaway** – front pink ticket with wholesale price and retail tax, file a carbon copy in Lost Sales Tax
5. **Demos** - front pink ticket with wholesale price and retail tax, file a carbon copy in Lost Sales Tax
6. **Lost Sales Tax**—Carbons from sales tickets with any “lost” (not reimbursed through sale) tax noted clearly
7. **Returns and Allowances** – Bad checks, including service fees.
8. **Other Income** – Dovetail income
9. **Commissions** - 1099 from Mary Kay/Commission Statement
10. **Advertising** – Direct support, business cards, fair booths, old product donated to charity, etc.
11. **Car and Truck Expenses** –
 - a. Parking, tolls, and mileage (a mileage log is available at www.huffmanleegacyunit.com under “Business Mgmt”)
 - b. If you have a Mary Kay car or lease car, you need to keep track of all receipts, such as gas, oil changes, service and repairs, car washes, etc.
12. **Assistant** – Office Help
13. **Depreciation** – Items costing over \$100 such as desks, filing cabinets, answering machines, computers, TV’s, VCR’s
14. **Insurance** – Product insurance, business liability, etc.
15. **Interest and Fees** - Interest on loans, office equipment, processing fees for customer credit cards, annual fees for business credit cards
16. **Legal and Professional Services** – Tax return preparation, bookkeeping, etc...
17. **Office Expense and Postage** – Paper, pens, pencils, postage, etc...
18. **Rent or Lease** –
 - a. Training Center Rent
 - b. Office equipment (copy machine, postage meter, etc...)
19. **Repairs and Maintenance** – Business equipment only
20. **Supplies** – Cotton balls, q-tips, bank service charges, starter kit, Sec. II and sales aids, birthday cards, books and audio trainings, samples, copying, small equipment supplies (under \$100), photo processing, flowers, shipping, gifts (not Sec. I and II – from non MK vendors), dry cleaning of red jacket/director’s suit, director promotions – prizes and awards (not from 1099 MISC), etc...
21. **Travel** – Business only (taxi, shuttle, airfare, lodging for company events or business trips)
“How to take a business trip vs. a vacation” – Suggested to sell \$50/per day, sell \$250/per week, or recruit one person
22. **Meals and Entertainment**
23. **Education** – Meeting Fees, Seminar Registration, etc
24. **Other Expenses** – Miscellaneous Expenses
25. **Office in the Home** – Utilities (such as electricity, gas, water, trash removal, etc), home or renter’s insurance, cell phone

Everyone will need to do at least a Schedule C within their 1040 for their tax return.

It is highly encouraged that you use a MK experienced CPA for your tax preparation.

Writing the Sales Ticket

1. Make sure that the entire top portion of the ticket is filled out (you can have the customer do this herself).
2. List each item or pocket on the ticket.
3. Add up the full retail value of all items and put into the subtotal blank.
4. Figure the sales tax on the full retail value.
5. If there is a discount, discount the subtotal and write the new value in the blank between subtotal and the tax amount.
6. Add the new subtotal and the sales tax to find the customer's total. Write the total in the correct blank.
7. Document the payment information.
8. Give the customer one of the carbon copies (if you are delivering product later, save another carbon to deliver with the product).
9. Save the pink portion of the sales ticket for your files; shred all remaining copies.

7293G

Susie Que
CUSTOMER NAME (PLEASE PRINT - PRESS FIRMLY)

XXXX Mary Kay Way
ADDRESS

Dallas TX SSSSS
CITY STATE ZIP

55/55/5555
DATE OF SALE HOSTESS NAME

☐ MASTERCARD
☒ VISA
☐ DISCOVER
☐ CHECK
☐ CASH
☒ ☒ EXP / DATE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S

☒ YES! I'd love to be on your preferred customer mailing list.

Susieque@xxx.com
E-MAIL ADDRESS

X Susie Que 555-5555
CUSTOMER SIGNATURE PHONE NO.

QTY.	DESCRIPTION	PRICE	AMOUNT
1	Pocket #1: Purple ml 300		\$1 —
1	Pocket #2: Day / Night		\$0 —
1	Pocket #3: Eye Set & Firming		\$4 —
1	Pocket #10: Wash out the Dark - Vanilla, Beach Bronze, Black Ultimate.		\$7 —
1	Travel Roll-up Bag		GIFT
SUBTOTAL			\$205 —
* \$199 BAG DEAL			= \$199 —
SALES TAX			\$16.65
TOTAL			\$215.65

For purchases totaling \$25 or more, you, the buyer, may cancel this transaction at any time prior to midnight of the third business day after the date of this transaction. See the attached Notice of Cancellation Form for an explanation of this right.

X Jenny Que 22XXXX
INDEPENDENT BEAUTY CONSULTANT NAME NUMBER

BEAUTY CONSULTANT COPY

By this order I invite the Independent Beauty Consultant to contact me via telephone, e-mail and/or U.S. mail for future beauty needs. THE ISSUER OF THE CARD IDENTIFIED ON THIS ITEM IS AUTHORIZED TO PAY THE AMOUNT SHOWN AS TOTAL UPON PROPER PRESENTATION. I PROMISE TO PAY SUCH TOTAL (TOGETHER WITH ANY OTHER CHARGES DUE THEREON) SUBJECT TO AND IN ACCORDANCE WITH THE AGREEMENT GOVERNING THE USE OF SUCH CARD.

© 2002, 2004, 2005, 2006 Mary Kay Inc. Printed in U.S.A. 10-010209

Maintain your client base by following the Law of 3!
Follow-up with your clients 3 days, 3 weeks, and 3 months later!

Steps for Successful Inventory Management

1. Everything that comes off your shelf (or is ordered, if you are not carrying full inventory yet) gets a sales ticket! You have 4 choices:
 - a. Customer Name (Sale)
 - b. Personal Use
 - c. Promotional Giveaway
 - d. Demonstrator
2. Process payment, if necessary. Notate the authorization # on all credit card transactions on the front of the sales ticket.
3. Designate a place in your office for all sales tickets before they are filed. This can be an envelope or a stackette, but something designated just for sales tickets at this stage.
4. When you are ready to order, take a blank paper order form from MK Corporate and tally EVERYTHING off the sales tickets onto the order form. You can find the order form in Applause magazine monthly. You can also order one for free from the company when you place your order.
5. Using your tallied order form, place your order on www.marykayintouch.com. Remember to order a new order form when you check out (there will be a special box for you to check when you check out).
6. Separate your sales tickets and file them into your permanent tax files.
7. Shred remaining carbon copies.
8. Repeat this process every time you need to order!

Earned Discount Privilege

When you order a minimum of **\$450** suggested retail in **any Section 1 products**, you will receive a 50% discount on your entire Section 1 order...

When you order from Mary Kay, you are required to order in \$225 or more wholesale increments. You may order once a year or 5,000 times a year, but Mary Kay wants it to be a \$225 wholesale order.

However, there is an EARNED DISCOUNT PRIVILEGE you get when you order that \$225 wholesale!

...and qualify for the Earned Discount Privilege. With the Earned Discount Privilege, you can receive a 50% discount on any subsequent orders you place, regardless of size, through the end of 2 months after your order month.

After your first \$225 wholesale order, you may order any item and get it at cost, for **the remainder of that month and the following 2 months!**

What does this mean for me?

- Flexibility. Once you place that \$225 wholesale and are considered an *active* consultant, you can order less than \$225 if you need to.
- Order smart. If you are at \$216 wholesale and it is your last month of your Earned Discount Privilege, then sell something else! You want to get your order up to \$225 wholesale so you can extend your EDP. This way, you have it in place if you need to make a smaller order next month.
- Consider shipping overhead. At \$9.35 flat rate, shipping costs take less of your profit if you order in bulk amounts.
- Consider carrying inventory. This allows you to supply customer demands and then order once a month just to restock—wiser for money management *and* time management.
- Don't make the mistake of ordering less than \$450 suggested retail if your EDP has expired. The company will not allow you to receive the 50% discount. In other words, they will charge you full price! Yikes! Sell some stuff so you can get to that \$450 retail mark and get your discount!
- If your EDP has expired, you are considered *inactive*. As a consultant without team members, there are no negative consequences for this other than the inability to order less than \$450 retail at 50% off. You can wait as long as you want to order again. If you wait longer than a year to order, you are no longer considered a consultant.

If you have team members and you are *inactive* (have not placed a \$450 suggested retail order) for 6 months, the above point applies with one other consequence: you will lose your team members. This is fair: we must lead by example.

Income Producing Activities for Success

This Week's Outcome: _____ Classes/Facials \$_____ in Sales _____ Career Chats

Income Producing Activities	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Totals
Skin Care Class (3 or more faces)								
Facial (1-2 faces)								
5 new leads (WC, referrals, etc.)								
\$100 or more retail day								
Career Chat								
Guests to an event or meeting								
2 New Bookings								
New Team Member								
10 Booking Dials								

IPA's produce results!!! Cash, Cars, Promotions, Prizes, and Trips!

FOCUS ON: IPA Sheet and Weekly Accomplishment Sheet... turn BOTH in to your Director!

Hobby Consultant: Complete 3 activities each week

Part Time Consultant: Complete 5 activities each week or 1 per day

Full Time Consultant: Complete 9 activities each week or 2 per day

Movin' Up Consultant: Complete 12 activities each week or 3 per day

For a well-balanced business you will want to complete a balance of IPA's.

TURN YOUR IPA SHEET WEEKLY (AT MEETING OR EMAIL) TO GET CREDIT AND PRIZES!!!

(Print more of me at www.huffmanlegacyunit.com under "Training Center/Business Management")

Name: _____

Number of IPA's completed this week: _____

Week of: _____

Customer Service Follow-Up Script

*Follow up every 3 days, 3 weeks, and 3 months!

3 Day Follow-Up Script:

Hi Susie, this is _____ with Mary Kay. I just wanted to call and say thank you for sharing your time with me the other day! I really enjoyed getting to know you and I had a great time. I'm just doing a little check-up call to make sure that everything is working well for you and that you don't have any questions about anything. I know that you are super busy, so if you're happy, don't even worry about calling me back (although I would love to hear from you). But if you have any questions or concerns at all, please call me right away! You can reach me at _____. Thanks, and have a great day!

3 Week Follow-Up Script:

Hi Susie, this is _____ with Mary Kay. I'm just doing my little check-up call to see how your skin is (or how you are liking your colors, etc)! I don't want to bother you, but I did want to make sure that everything is working well for you. I know that you are super busy, so if you're happy, don't even worry about calling me back (although I would love to hear from you). But if you have any questions or concerns at all, please call me right away! You can reach me at _____. Thanks, and have a great day!

Preferred Customer 3 Month/Quarterly Follow-Up Script:

If you put all of your customers on the PCP Mailing, then you can simply call when the new catalogue comes out. It's OK if it's off by a month at first, if you do your 3-day and 3-week calls then you will have a good relationship established!

Hi Susie, this is _____ with Mary Kay! I'm just doing my quarterly check-up call with all my favorite customers to see how your skin is doing and if you need a re-fill on anything. I also wanted to make sure that you got the catalogue in the mail—you should have gotten it in the last week or so. If you have any questions on the new products, just let me know. We can meet in person anytime or I can send you some samples. I hope you're doing great! You can reach me at _____ if you need anything. Have a great day!

Be a Star!

What is the star consultant program?

The Star Consultant Program recognizes selling consultants! You can earn Star Consultant Status each quarter, from:

June 16 - September 15

September 16 - December 15

December 16 - March 15

March 16 – June 15

There are 5 Star Consultant Levels:

Sapphire	\$1,800 wholesale orders
Ruby	2,400 contest credits
Diamond	3,000 contest credits
Emerald	3,600 contest credits
Pearl	4,800 contest credits

Once you are a Sapphire Star, you can earn credit for your sales (as demonstrated by wholesale ordering) and your team building. After you reach Sapphire Star Level, you can earn an additional 600 contest credits for each personal qualified team member you add within the contest quarter. A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 wholesale Section 1 orders are placed within the contest quarter.



What can I earn?

You will receive your choice of some gorgeous prizes! Mary Kay will send you an e-mail notification at the end of each quarter and you get to go online and “shop” with your contest credits! Then Mary Kay will ship it directly to your door!



How do I do it?

Well, a Star Consultant orders a minimum of \$1,800 within one quarter, so....

\$1800 wholesale ordered in one quarter...

= \$600 wholesale order placed each month

= \$1200 retail sold each month

= \$300 sold weekly

= 3 selling appointments weekly!

Your number one goal as a new consultant should be to be a consistent Star Consultant.

This is the most important program in Mary Kay.

Focusing on STAR will build your customer base like nothing else!

Remember, STARS earn CARS!

CALLING REFERRALS

Call within 48 hours if possible! Be prepared to call more than once, but no more often than 4-5 days apart.

The best time to call referrals is during Prime Time, but calls that are actually made *not* during prime time are way better than no calls made at all because you can't do it during prime time!

Leaving a message:

"Hi Liz, this is Petie Huffman. I'm sure Susie told you I'd be calling, sorry I missed you! Just give me a call whenever you get a minute at 555-5555. Talk to you soon!"

OR

"Hi Liz, this is Petie. I'm Susie's friend. Could you call me when you get a minute? My number is 555-5555. Thanks, talk to you soon!"

If you do this, you **MUST** do it on an evening when you are home and will be home, because curiosity killed the cat and they will call you that night!

Messages 1 thru 3 will be the exact same.

Message 4 will either be the same or it will be a text message:

Hi Liz, this is Petie, Susie's MK lady. Right now I am looking for practice faces & portfolio models! Susie said you might be willing to help me out. You will get a gift card for FREE MK as a huge thanks for your time! Let me know if you are up for it! :-)

Message 5 will be the same as message 1. After that, you can discard their information.

When you speak in person:

"Hi Liz, this is Petie Huffman. You don't know me, but I know your friend Susie! Did she tell you I'd be calling? (If she says "no", say: "Well, this might be the strangest phone call you've had in your whole life!") Continue on with... Did I catch you at a good time? Well, I'm just calling because I'm Susie's Mary Kay lady. And I don't know if you know anything about Mary Kay, but right now, I'm supposed to do (30 practice faces, 30 product surveys, etc) and I'm kind of freaking out about it! So I asked her if she might know anybody who was nice, and bribeable, and might be willing to help me out, and she said I should call you! And just for being (a practice face, survey, etc) you will get (a gift certificate, a gift, etc) as a thank you for your time. So basically, I'm calling to see if you wanna get pampered for an hour and get some free stuff!"

NAME: _____

New Consultant Career Essentials: Working My Business

1. Make your Contact List.
Date Completed _____
2. Attend your first Success Meeting.
Date Completed _____
3. Book your 6 Pearl Trainings.
Date Completed _____
4. Hold your 6 Pearl Trainings.
Date Completed _____
5. Observe a Skin Care Class with a guest (ideally at a Success Meeting Event).
Date Completed _____
6. Watch the training videos on the Great Start App.
Date Completed _____
7. Using your Contact List and the Booking Script, book your Perfect or Power Start.
(Perfect = 15 faces in 15 days; Power = 30 faces in 30 days)
Date Completed _____
8. Hold your Perfect or Power Start.
Date Completed _____
9. Attend New Consultant Training.
Date Completed _____
10. Attend all Success Meeting during one month.
Date Completed _____

***When you have completed your Working My Business Essentials,
you will WIN a MK BUSINESS CARD CASE!!!
THIS CHECKLIST MUST BE TURNED IN TO YOUR DIRECTOR TO CLAIM YOUR PRIZE!!***

PEARL TRAINING PROGRAM!

I am so excited to help you launch your business with the Pearls of Sharing Training Program! The Pearl Training Program is your chance to learn the ins-and-outs of the Mary Kay Marketing Plan. In the beginning of your business, this training will teach you how to plan your activities to provide an expected level of income. As you grow in your business, this training will help you answer other's questions about the business plan, should you run into customers who are interested in Mary Kay as a business for themselves. This part of your training enhances your business and money management skills.

When planning your Pearl Training, think of the six sharpest women you know. Call them and:

If it is a voice mail: *Hi Sue, this is Shauna. Give me a call when you get a chance! Talk to you soon!*

If she is a text / e-mail / FB girl: Send her a message saying, "Hey, call me!"

When you speak with her, say: ***"Susie, as you know, I'm starting my training with Mary Kay and I'm just starting to learn how the money part of the business works and how to talk about Mary Kay if someone ever has questions about doing it. My Director and I need a real live person who can listen and ask questions so I can learn how to answer them. I know you're not really interested in doing Mary Kay, but someday I'm going to run into someone who is and I'm going to have to know how to answer her questions! I promise, though, that I will not bug you at all to do Mary Kay—I just need a guinea pig!"***

PAUSE AND GET THE YES!

"We can meet for coffee (in-town guests) or we can do a conference call (out of town guests ONLY). Tell me about your schedule. Do you need daytime, weekend, or evening? I have _____ or _____, which would be better for you?" (The phone chat is about 1/2 hour, the coffee is about an hour)

Book your Career Chat for:

MAKE IT WORTH HER WHILE

"Just for helping me with my training I will have a FREE _____ for you / FULL SET at ½ price for you / \$ _____ gift certificate for you. You can use it right away or save it for your next order. Do you know which items you would like or do you want to think about it and let me know then?"

For doing 3 practice Career Chats with me and 3 different friends, you will earn your pearl earrings. For doing 3 more practice Career Chats with me and 3 different friends, you will earn your pearl bracelet. If you add your first new team member during this process, you will receive your pearl necklace! If you do the Pearls of Sharing in conjunction with your Power Start, you will also receive a beautiful Power Start Plus Pin!

My Pearl Partner List: Name and Appointment Time

#1	_____
#2	_____
#3	_____
#4	_____
#5	_____
#6	_____

POWER OR PERFECT START BOOKING SCRIPT

Step 1: Call during PRIME TIME.

If it is a voice mail:

Hi Sue, this is Shauna. Give me a call when you get a chance! Talk to you soon!

If she is a text / e-mail / FB girl:

Send her a message saying, "Hey, call me!"

If you are speaking to her:

Hi Liz, this is Shauna Abbotts. Did I catch you at a good time, do you have a minute? (If she says she is busy, say, "Ok, no problem, when is a better time to reach you?" Then jot down a reminder for yourself and call her at that time.)

Continue with: *Well, I'm just calling because I'm totally excited: I just started my own business with Mary Kay! (If she responds negatively, say, I know it sounds crazy, but I think it's going to be really fun.) I was just calling because the first phase of my training is to practice on 30 faces in 30 days. Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to come and buy stuff from me. But I do have to learn how to match foundation on somebody, so is there any way I could borrow your face?*

She will respond with Yes, Not Interested/No, or a Problem to Overcome:

Yes = move down to "Book on the Spot" below

Not Interested/No = *I truly don't want to bug you or be pushy in any way, but just out of curiosity, may I ask why?* If she mentions a problem below, try to help her though it using the scripts below, but be very sensitive to her. If she is still not interested, tell her to have a great day and move on!

Problem/Objection = use the scripts below

Most common Objections (Problems):

"I don't have any money / time / I probably wouldn't buy anything / I tried MK before and..."

Start by identifying with her and showing her that you value her concerns:

I totally understand. I have totally been there!

Then help her through her problem by saying:

If it's Money:

It's totally not a selling appointment—I just really need to complete my training. Leave your wallet at home.

If she is still hesitating:

Honestly, what I can get out of doing this training is a lot more important to me than anything you could buy from me—so truly, leave your wallet at home. This is all about the practice time for me. But if I miss this training by one face, I have to re-do the whole thing and I will just die!!

If it's Time:

I totally know how you feel! I am actually already booking until the end of the month. Why don't we go ahead and schedule a tentative time for later this month, and then if we need to move it, that's OK. I just book pretty quickly and I'd rather have a time slot reserved for you that would work for you than get down the road and be booked up in all the time slots you need. And then if we get there and your life is still crazy, we can just move it. No big deal.

If it's a problem with the Mary Kay product line:

What did it look like?

How long has it been since you tried it?

You know, we've completely re-vamped almost every product we make in the last few years. I know a lot of people who couldn't use MK before and they LOVE it now. As a matter of fact, my director drives a Pink Cadillac and she couldn't even use it back then! But it truly is a completely different line now and I would love to get your opinion on the changes. Don't worry about buying anything—I would just love to get your thoughts for my training.

Book on the Spot:

Tell me about your schedule. What do you have going on that we need to work around? Do you need daytimes, evenings, or weekends? Determine her schedule, then offer her a few choices that fit into your available times. I have Wednesday night at ___ or Saturday morning at ___, which would be better for you?

After the date has been set, **get or give directions right then!** Put them on a strong sticky note in your planner immediately!

Try to maximize your time:

You know, Susie, since I have to do 30 training faces, if you wanted to bring a friend or two, I'd love you forever and I'd totally give you something free just for helping me out! Just let me know ahead of time so I can be professionally prepared.

ALWAYS confirm and pre-profile the day before! *Hey Susie, this is Shauna with Mary Kay. I'm just calling to confirm our pampering session tomorrow at _____. I am so excited about seeing you tomorrow!*

I just have some quick questions for you so I can have everything ready when you arrive. I know you're super busy, so if you call me back and get my voice mail, feel free to leave me a message—I don't want you to have to play phone tag. I'm just wondering if your look preference for tomorrow is more natural, professional, or dramatic; if you feel like your skin is more on the normal, combination, dry, or oily side; and what you're currently using for skin care just so I have the right products ready for you. So if you could give me a quick call back, that would be great! You can reach me at _____ . I'll plan on talking to you soon!

If you talk to her in person and she needs to reschedule, **do it right then!** Go through the same booking process as before.

MONEY MANAGEMENT WORKSHEET

Subtotal – Wholesale Cost – Overhead = Profit

[illegible]