

**#1 on your “Jump Start Your Business” checklist is an exciting one**—it’s the decision about how are you going to run your business! I wanted to provide you with some information to help you make an informed decision. But first, if you haven’t already listened to the “Inventory Options” CD found in your packet, please do so now.

In Mary Kay, you choose to carry products in your home or to take orders. We are the only true direct sales company that offers each consultant the opportunity to carry an inventory in her home and eliminate the expense of making sales and then delivering the product. Some consultants start with a little product on hand and some start with more. Few of us have the money readily available to invest in inventory. In fact, 98% of all consultants borrow from a bank, credit card, family member, line of credit, or other means to begin their business inventory. Many new consultants choose the Professional Package, or above, which is at profit level so they many immediately start paying themselves a paycheck.

The most **important concepts** about product to remember are:

1. Having **inventory is a choice** and is not required by Mary Kay.
2. The product has a **3 year shelf life**.
3. The company gives you a **90% buy back guarantee** on products you invest in for up to one year after you purchase them. Imagine that!! Mary Kay takes 90% risk on you!

There are tremendous benefits to running your business with product on hand. When you are deciding what would be best for you, consider these reasons why it makes good business sense to invest in inventory:

- Most **people want their products TODAY**. The eye buys—we see it, try it, and “fall in love” with the products. We’ll find any way to get what we want, whether it is by cash, check, Visa, MasterCard, Discover or layaway.
- You **sales will increase**—you can service people immediately—no waiting. You also have the potential to make more money because impulse buyers want their product now.
- Your **customers will be more loyal to you**, and will not find it necessary to buy another line or work with another consultant. If you can provide immediate service and treat them like gold, they will be with you forever. You develop an abundance mentality that allows you to up sell other products simply because you have those products on hand.
- You will **work more efficiently**, spending less time doing deliveries and trying to reconnect with people.
- You will receive an incredible amount of **free product** when you order your inventory.
- The actual product on hand **increases your knowledge** of what it does and what it is just by reading the labels and encourages you to be your own best customer!
- You are **more motivated and committed** to your Mary Kay business with inventory on the shelf.
- All consultants purchase their products from Mary Kay at a wholesale price and sell it for retail. The difference between the two costs is **YOUR PROFIT!!**

I am looking forward to getting together with you to discuss all of your options for your business and to set you up for success. Remember, if you start your business with inventory at least a Sapphire level and receive your **MK Jeweled Calculator**.



Thanks a million for being part of our Mary Kay family!!