

6 Qualities of a Successful

Beauty Consultant

- 1. TOO BUSY:** “Busy people get more done!” They are better time managers and know how to prioritize their time. Mary Kay provides full-time pay for part-time hours!
- 2. MONEY-MOTIVATED:** Whether you want to reduce debt, have more free time, are saving for the future, or want to contribute to society; you are your own boss in Mary Kay!
- 3. NOT THE “Sales Type:”** Due to our consumable product line, not being pushy is a benefit to insure a strong re-order business. The best Beauty Consultant likes to work with people.
- 4. DON'T KNOW ENOUGH PEOPLE**
We offer *free*, comprehensive, consultant training which can help you build your business outside of family and friends.
- 5. FAMILY-ORIENTED:**
Women are known to do much more for their family than for themselves. Mary Kay offers the freedom and flexibility to have more time for your family. Our priorities are faith, family, and then career.
- 6. DECISION-MAKER:** “You’ll never know unless you try.”
Mary Kay provides us with training and scripts. \$100 investment includes your business starter kit and immediate consultant benefits including product discounts and training materials. “You’re in business for yourself, not by yourself.”



OTHER BENEFITS:

- No Risk – 90% Buy-back Guarantee
- No Quotas/No Glass Ceilings
- Prizes weekly, monthly and quarterly
- No Territories!

MARY KAY, INC.

INTRODUCES

Christmas Club Pilot Program

*Enriching Women's Lives
AND their spending money!!*



\$100 may not change your standard of living, but it may change your life.”

Mary Kay Facts

- Mary Kay Cosmetics is the best-selling brand of facial skin care and color cosmetics in the United States for the 9th consecutive year.
- One of only 2% of cosmetics companies that manufacture their own products.
- International in scope. Sold now in 39 markets worldwide.
- *Sales & Marketing Magazine* ranks Mary Kay one of the top 25 sales forces in the nation.
- Mary Kay Ash has been recognized as the most influential woman in business during the 20th century by Lifetime Television Online.
- Mary Kay has been named by *Fortune Magazine* as one of “The 100 Best Companies to



Work for in America” (1984, 1993, 1998), and as one the “10 Best Companies for Women to Work For.”

- Mary Kay is a dual marketing program. It is not a pyramid or multi-level marketing plan. All orders for product are placed directly through Mary Kay, Inc. All commissions come directly from Mary Kay, Inc.
- Mary Kay is activity based. You control what you earn and when you want to promote yourself. This is accomplished by selling product and team building.
- To alleviate your concern and allow you to begin your career with a risk free opportunity, Mary Kay has a 90% buy-back guarantee for all unused Section 1 product within one year of last order.
- Unlike companies with 9 to 5 hours, overtime and glass ceilings, Mary Kay allows you to always prioritize faith, family, and career.

Christmas Pilot Program

Try being a consultant for a twelve weeks; earn \$2400 or more for holiday spending!

See how you like it —If you love it, it’s the new opportunity for 2007!

If you don’t, become a client again or reorder for personal use and buy your own products for wholesale!! You can even fill your gift list from your own inventory — fill their stockings for 50% off!!

How to Get Started:

1. Order your starter kit for \$100 +shipping & tax; you’ll receive *full size* retail product valued at \$323 plus samples, books & everything you’ll need for the program.
2. Order a basic inventory of \$600 plus tax
3. Book your debut or grand opening with me — you invite 15-25 family and friends; I’ll do the work to sell \$300—\$600 and book 5-6 appointments.
4. Hold 2 Christmas Open Houses or Skin Care classes per week — average sales \$200 x2 = \$400 per week (Profit is \$200 per week)
5. Continue holding classes and selling product until Christmas — easily gain \$2000-\$2400 extra cash for holiday spending. If you’re loving it, we’ll keep going. If not, enjoy your profits and become my client again!

Normally, when you order \$600 wholesale, you receive \$1200 retail. As a new consultant in this program, you’ll receive an extra \$120-\$150 in product absolutely free! Plus, you’ll get a great travel roll up & a thank you gift from me!

Your \$600 investment more than doubles in value!

Avenues of Income

1. Skin Care Classes & Facials

- 50% profit. The highest direct sales commission in the United States.
- An average class is approx. \$175
- Attendance ranges from 3 to 6 people
- An appointment is approx. 1.5 hours
- Average income per hour is \$75

2. Reorders

Our product is consumable, so reorders become a large part of our income. An average customer using the Skin Care plus a few glamour items will reorder approximately \$300 within a year.

3. Internet Orders

50% of Mary Kay customers shop on line. A consultant may purchase her own website (completely maintained by Mary Kay, Inc.) which will not only allow her customers to shop online but any new customer inquiries will be referred to the registered consultant by zip code.

4. Team Building

Sharing the Mary Kay opportunity has always been considered a privilege. Through personally selecting her team members, a consultant is able to develop her leadership and management skills, while earning commissions.