

★ CLASS 5: RECRUIT ★ ★ (MULTIPLY YOUR INCOME) ★



SHARE THE OPPORTUNITY

TIPS

- Decide you want to access both streams of income.
- Don't prejudge anyone.
- Share with everyone.
- Be coachable.
- Keep connecting, it's a relationship process that deepens with layers. Continue to followup.
- Work the numbers.
- Learn how to overcome objections.
- Set a team building goal and share it!

TEAM COMMISSIONS

CONSULTANT VS. RED JACKET VS. DIRECTOR

when your personal team produces \$5,500/mo.

WHAT YOU EARN:	CONSULTANT (1-2)	RED (5+)	DIRECTOR (30+)
Personal Team Commission	\$220	\$715	\$715
Unit Commission			\$1,265
Grand Car Achiever			\$425
Unit Bonus (4 Qualified)			\$400
Personal Bonus (4 Qualified)	\$200	\$200	\$400
	\$420	\$915	\$3,205



the MARY KAY career path



1

INDEPENDENT BEAUTY CONSULTANT

- 50% Sales Commissions



2

SENIOR BEAUTY CONSULTANT

- 1-2 Team Members
- 4% Team Commission
- 50% Sales Commission
- \$50 Bonus per New Qualified Team Member



3

STAR TEAM BUILDER

- 3-4 Team Members
- 4%, 6% or 8% Team Commission
- 50% Discount on your Red Jacket
- 50% Sales Commission
- \$50 Bonus per New Qualified Team Member



4

TEAM LEADER

- 5-7 Team Members
- 9% or 13% Commission
- 50% Sales Commission
- \$50 Bonus per New Qualified Team Member



ELITE TEAM LEADER

- 8 or more Team Members
- or 5 Team Member + 1 Star Team Builder
- 9 or 13% Team Commission
- 50% Sales Commission
- \$50 Bonus per New Qualified Team Member



5

DIQ

DIRECTOR IN QUALIFICATION (D.I.Q.)

- 10 or more Team Members
- 9 or 13% Team Commission
- 50% Sales Commission
- \$50 Bonus per New Qualified Team Member
- Eligible to go on-target for car
- Eligible to debut as an Independent Sales Director



6

DIRECTOR

- 30+ Unit Members
- 23% Unit Commission
- 9 or 13% Personal Team Commission
- 50% Sales Commission
- \$100 Bonus per New Qualified Team Member
- Bonus for 4+ Unit Qualified
- \$300+ Qtrly Star Development Bonus
- Eligible to earn Grand Achiever and Premier Commission
- Cars and the Pink Cadillac
 - Eligible to win Luxury Travel Trips and Diamonds



7

NATIONAL SALES DIRECTOR

- 20+ Offspring Directors
- Unit Commissions
- Offspring Commissions
- Team Commissions
- Annual Luxury Trip
- Pink Cadillac Escalade
- Family Security Program
- and much more!

8



STEP 1: SHARE YOUR ORIGINAL STORY

your real voice is empowering

To inspire other women you don't have to earn \$1 million. Your voice and your story are unique and inspiring. Share your answers to these 3 questions. Write them down and practice them out loud with intention and consistency.

1. WHY?

2. WHAT?

3. WHERE?

1. **Why** you started your Mary Kay business?

2. **What** you love most about your Mary Kay business?

3. **Where** you're going with your Mary Kay business?

my favorite part is at the end

...when I get to enter you into a CASH drawing for \$500. I'll share with you how Mary Kay changes women's lives and you'll give your feedback on an entry form. Who wants to enter the cash drawing?

CASH
DRAWING
\$500



(raise your hand as a call to action so they imitate you)



STEP 2: SHARE THE OPPORTUNITY FLYER

★ 1st Form of Income: Sales – Share the perks and go through the residual income estimates
★

2nd Form of Income: Cars – Share that if you learn something you can teach it to others. We teach you how to run a profitable business and then you can change another women's life and teach her. That's how you earn a Career Car.

★ 3rd Form of Income: Team Building – Earn LOVE checks. She makes 50% and so does her team member. MK sends her a love check for training her. MK does not spend money on advertisement, celebrity endorsements or rent at the mall. Instead they INVEST in research & development with over 1,500 patents world-wide, ingredients – they are the best in the market and we can afford them and finally they invest in the most highly paid most enthusiastic sales force in the world – US!

flexibility

★ A super simple business plan with a very simple way to start ...

STEP 3: SHARE HOW TO START

★ Your ProStart includes a website with CC processing and a kit with over \$400 of full products, catalogs, mirrors, facial cloths and our security blanket the MK Flipchart!

★ *tip:* **K.I.S.S. Keep it Simple Sweetie**

It's a 125 decision; that's it.

How many of you have ever been to Target or Walmart and you walk out with 1 bag and it was \$125 and you can't believe it, right? Well let me ask you, did that \$125 change your life?

You're going to spend it, the question is, will it change your life? Will it be the start of something prosperous? Well this MK Opportunity is RICH!

STEP 4: ASK THE CLOSING QUESTIONS

*Last Chance to get a Raffle Ticket!
Just answer to get one!*

- 1 **What was your favorite thing you heard about the MK business opportunity?** ★ ★
- 2 **What is your level of interest in starting your own MK business: from 1-5 without being a 3?** 3 is a chicken and this is not a chicken coop. 1 means you'd rather beg for food under a bridge than start a Mary Kay business and a 5 says; I'm that woman you're talking about. I've been looking for more and it's just 125, I'm in. Remember, no 3's what is your level from 1 to 5?
Tip: Hold a raffle ticket in your hand and wait quietly while they process and answer.
- 3 **What would need to be different or what would you need to know for you to be a 5?**



STEP 5: SEND THE LINK TO HEAR 'REAL VOICES'

<https://vipelnk.com/realvoices>



start your success story with

MARY KAY

3 FORMS OF INCOME

Sales

50% Commission at Beauty Experiences, Reorders, Online & On-the-go



Career Car

Career Car with insurance or Cash Compensation

Team Build

4% - 36% commission a.k.a. "Love Checks" no glass ceiling

YEARLY SALES ESTIMATES

Average beauty experience with approximately:
4 guests | \$100 per guest | \$400+ in total sales
Average Reorders Per Customer Annually = \$200

1 SHOW PER WEEK (2 - 4 HOURS)

1 show @ \$400 weekly sales x 50 weeks = \$20,000/yr
200 customers x \$200 reorders = \$40,000/yr
= \$60,000/yr
50% Profit = \$30,000/yr

3 SHOWS PER WEEK (6 - 12 HOURS)

3 shows @ \$400 weekly sales x 50 weeks = \$60,000/yr
600 customers x \$200 reorders = \$120,000/yr
= \$180,000/yr
50% Profit = \$90,000/yr

5 SHOWS PER WEEK (10 - 20 HOURS)

5 shows @ \$400 weekly sales x 50 weeks = \$100,000/yr
1,000 customers x \$200 reorders = \$200,000/yr
= \$300,000/yr
50% Profit = \$150,000/yr

125 FOR YOUR PROSTART

PROSTART KIT

\$400+ RETAIL PRODUCTS + WEBSITE SAMPLES & BIZ TOOLS



WHAT ARE THE PERKS?

FINANCIAL

- Average part-time consultant can make \$4 - \$30K/year
- Full-Time Directors can generate \$3K - \$20K/month
- Average NSD is an official Mary Kay Millionaire
- Family Security Program provides income after 65 as NSD
- Tax deductions for business supplies, car mileage, travel
- U.S. tax laws benefit business owners

FREEDOM + FLEXIBILITY

- A home business makes a great PLAN B
- Enjoy flexible working hours
- Enjoy the freedom of being your own boss
- Transform your life and reach your dreams
- Increase your influence and finances
- Write your own paycheck

FORMATION

- God 1st, Family 2nd, and Career 3rd
- Mary Kay's mission - Enriching Women's Lives
- The Golden Rule way of life
- Become the best version of yourself
- Gain people and business skills
- Positively impact others + your community
- Discovering what 'more' God created you for

FUN + FRIENDS + FRILLS

- No quotas/territories puts the focus on relationship building
- Weekly recognition fills your cup and fuels your dream
- Earn while you learn weekly @training studio with your guests
- Travel to fun inspirational, tax deductible Mary Kay events
- Be a part of a team and fall in love with creating wins
- Friends are always fun, especially with no drama-mamas
- Diamonds, 5-star luxury trips, cash and other prizes await

A LIFE WITH MORE CHOICES IS ONE STEP AWAY! THANK YOU FOR YOUR TIME & FEEDBACK!

★ COMMON OBJECTIONS ★

MANY TIMES YOU WILL BE GIVEN VARIOUS EXCUSES, BUT IN MOST CASES, THE REAL REASON IS FEAR. SHOW HER THAT FEAR IS THE BIG HOLD BACK.

DON'T HAVE THE MONEY

I totally understand, when will you have it?

I'M NOT THE SALES TYPE

Totally understand, but you know what? We are not sales women, we're Beauty Consultants. We educated and empower women on beauty and skincare tips, the product sells itself!

I'M SHY

At your training, you're encouraged to start with friends/family and once you finish two and three appointments, you'll begin to experience that practice truly helps you blossom.

DON'T HAVE TIME

Busy people are usually the most successful, because they maximize the little time they have available.

I HAVE SMALL CHILDREN

That's awesome! You'll love being able to schedule your own work hours and teach them how to set goals and reach them. Your children can be your why.

I NEED TO TALK TO MY HUSBAND

Ok, sounds good; what do you think he is going to tell you? (after she shares his concern, teach her how to overcome his major objection or two). Also, offer to do a 3-way call or meeting.

I DON'T KNOW TOO MANY PEOPLE

Do you know five people with skin? That's all you need. One person leads you to the other. In addition, to the training we will teach you how to grow your bookings from your booking. You are going to meet a lot of people along the way! Are you willing to learn?

I KNOW SOMEONE WHO TRIED IT AND FAILED

I'm so sorry for her! I can tell you from personal experience that I have learned that everyone's success is completely individual. Her results do not determine yours. If your willing to get trained up and practice, there is no reason why you would fail! The only way to fail is to give up. Are you willing to learn?

IT'S NOT A GOOD TIME, I NEED TO WAIT UNTIL...

Ok, do you know what I discovered? The ideal moment does not exist. If I told you: When all the traffic lights are green, then I'll leave my house. I'd never leave, right? I have to be willing to go out and face obstacles along the way.

I NEED TO THINK ABOUT IT.

Of course. May I ask what do you have to think? (her answer is the real objection)
(Alternate) I think a smart woman like you already knows in her heart what she wants to do.



I'D LOVE YOUR OPINION

Name: _____ Date: _____
Phone: _____ Email: _____
Consultant: _____ Director: _____

My Interests Are...

(check all that apply)

- Starting my own Mary Kay Business
- Attending another Mary Kay Event
- Hosting a Mary Kay Beauty Experience
- Scheduling a One-on-One Beauty Experience

What is your level of interest in starting your own Mary Kay business?

1 I'd rather starve lol!
2
3 No chickens (middle of the road)
4
5 YES!
Let's get started!

What would change your number to a 5?

What would you need to know? or what would need to be different?

Questions / Comments:

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PERFECTLY PACKED PARTY

Travel Roll Up Bag (TRUB)*:

- Pocket 1: TimeWise Miracle Set
- Pocket 2: TimeWise Eye Cream & Microdermabrasion Plus Set (Step #1 & 2)
- Pocket 3: Eye Makeup Remover & Micellar Water
- Pocket 4: CC Cream, Blender Brush, Concealer/Undereye Corrector, Eyeshadow Stick, Mascara & LipGloss

*Keep your TRUB and products immaculately clean as this will also be used for display during your group close. Tie a satin bow to the top handle of the TRUB

Supplies Inside your Starter Kit Bag:

- Customer Profile Cards & Pens
- Mirrors & Trays & Tray Inserts
- Facial Cloths & Cotton Rounds
- Hair ties and/or Hair clips
- Raffle tickets & raffle prizes
- Money bag to include change for a \$20, change for \$1, business cards, and/or appointment cards, your pen and sales receipts
- Laminated Marketing Flyers & I'Love Your Opinion forms
- Pinked Out Datebook
- ONE Look Book with YOUR name on it
- Hostess program flyer and hostess gift
- Plastic grocery bag for garbage
- Fully charged cellphone with active Square app, YouTube App for "Treat Myself Song", access to your online beauty agreement link, and access to the cash platforms that you use.

POST-PARTY CHECKLIST

1. **CONTACT** your sales director immediately after the party (a simple call, voice memo, or text) to let her know of the full circle results of your party (# of faces, total retail sales (before tax and any discounts), total bookings, # of referrals, new team members, anyone interested in the business opportunity)
2. **REPORT** your faces on your personal Powerstart tracking form. Make sure you have ALL 2nd bookings in your calendar AND submit those bookings to your Sales Director (Name, Date, Time & Location)
3. **REVIEW** your My Customer App to be sure your new customer record includes Full Name, Mailing Address, Email Address, Phone # and Birthday. Customer picture is a nice added feature as well. Confirm that all party orders were entered into the app and mark orders "complete" for any orders filled from your inventory that have been delivered and paid.
4. **DEPOSIT** all checks and/or cash into your separate Mary Kay checking account. Transfer your profit from your MK checking account into your personal account.
5. **BUILD** your order in InTouch to replace the items that you sold from your inventory and to order those few items that you might owe to a customer. Also include any demo products and/or Section 2 supplies you are running low on. Save the order to submit later if you do not owe product. If you owe product or are low on inventory place the order immediately.
6. **SEND** thank you notes to each of the guests that attended. Let them know how much it meant to you to have them there for support. Include the save the date for their party, and remind them of their guest list incentive. Refer to your Driven MKU/Pink Bootcamp manual for suggestions/scripts for thank you cards and booking coaching etc.
7. **INVITE** your customer to your social media VIP group and/or your social media business page.
8. **FOLLOW UP** with the contact information you have for the guests that did not attend AND the leads (referrals/guest lists) you received from the back of the profile card. Add them to your booking list. Follow up and follow through for a booking. Use your Driven Pink Bootcamp manual as your reference for coaching and booking scripts.
9. **CLEAN** & re-stock your starter kit!