

# Exemplifying the Mary Kay Image *Mary Kay Professional Attire*



**With each career level, you change  
business attire and pins.**

**Mary Kay Consultant:** Dress or Business Suite, black or neutral hose (optional), black dress shoes. Mary Kay Logo pin.

**Mary Kay Senior Consultant:** Same attire as MK Consultant with MK Senior Consultant Pin Enhancer

**Star Team Builder:** Black Skirt, white blouse, RED Jacket w/ MK Star Team Builder Pin Enhancer

**Team Leader:** Same attire as Star Team Builder except Team Leader Pin Enhancer is worn.

**Grand Achiever:** Same attire as Team Leader parked proudly I that brand new car!

**Future Sales Director/DIQ:** Black skirt, BLACK blouse (DIQ only), Red Jacket with Future Sales Director Pin Enhancer and/or optional scarf, black neutral hose (optional), and black dress shoes.



The Ladder of Success pin designating Star Consultant status and the Power Start pin may be seen on any MK Consultant or Director. These Pins can be awarded to any career level as they are earned.

Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would be more likely to purchase-Clean or Dusty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.

## FASHION ETIQUETTE

1. If you wear hose, please wear hose that are the same color as the hem line or a neutral color.
2. Wear shoes that match or coordinate with business attire. Shoes should never be lighter than color of the hem line. (Ex.: Don't wear white shoes, white hose and black skirt.)
3. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, ect.
4. Purse or briefcase should be professional looking. Black or neutral color such as brown leather will look more professional.
5. Wear a hair style that compliments your facial features. Preferably an up to date style and off your face. Have you received a compliment recently? If not consider a different hair style.
6. Even though fragrance is part of our business, it should be subtle. A lot of customers and fellow consultants are allergic or bothered by strong fragrances.
7. Nails should be clean and well manicured. Nail color should match your attire or a clear nail polish should be applied.

## MEETING ETIQUETTE

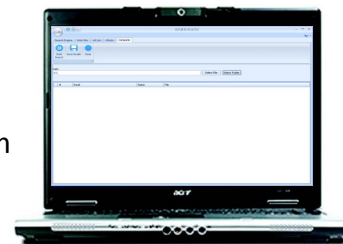
1. Always arrive 10 to 15 minutes early to all events, meetings, and appointments.
2. Mary Kay attire should be worn to business events, meetings, ect.
3. Arrive with a 100% positive attitude and language.
4. Try to bring guests to all events. They deserve it!
5. Socializing with fellow consultants should be done before and/or after meetings or events.
6. Talking and disrupting the meetings are rude and disrespectful to the speaker and/or Director.
7. Chewing gum during meetings and/or events is distracting. Mints and/or candy are suggested.
8. Electronic devices such as cell phones should be silenced during meetings and events. Excuse yourself completely before placing or answering a call.
9. Children should not be brought to meetings and/or events unless they are over the age of 18 and/or a recruit prospect. Talk to your Director regarding nursing infants.
10. Cheer and applaud in the same manner you would like others to applaud or cheer for you.

# Lets stay in touch...

Communication determines the healthiness of all relationships. I take my role as a mentor and encourager very seriously, and work closely with the Consultants who are **“in my face and space!”** I want to be sure you’re aware of all the great ways for us to stay in touch, so you can always get the training and support you need to head straight to the TOP!

Do you have an email address? Several times a week, I send training and information messages out to our unit members on email. This also includes the monthly schedule for all events. My email address is: [angelimon@marykay.com](mailto:angelimon@marykay.com)

You will want to check your email daily.



We have our very own website that you can visit at

[www.angelimon.yolasite.com](http://www.angelimon.yolasite.com)

It's newly updated with tons of valuable information for you and your business!



MARY KAY  
InTouch®

Our company website is phenomenal! Go to [www.marykayintouch.com](http://www.marykayintouch.com) Enter your Consultant number and password to gain access to TONS of information. Plus you can do your own orders on-line! The “LearnMK” icon on the home page will take you to the main training area. Click on the icons that interest you! You can also sign up for your own website for half-price as part of your First Steps!

Find me on Facebook! Receive information and get connected with other consultants!

**Facebook:** Angie’s All-Star Crew

[www.facebook.com/AngieLimonMK](http://www.facebook.com/AngieLimonMK)



This is our weekly success event for in town consultants. This is where you will get trained, recognized, and inspired.

# Weekly Success Meetings

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You will always want to bring guests. This is your most important full circle appointment of the week! There truly isn't a better way to *Learn* while you *Earn*.

Professional attire. No children.

**Monday Night @ 7pm**

At Angie's Studio

5508 Sun Gold Dr.

Salida, CA 95368



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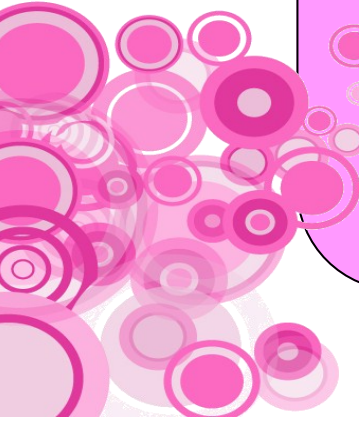
**New  
Consultant  
Training**

# TBA!

# Weekly Accomplishment Sheets



One of the most important forms of Communication Each week with your Director is your Weekly Accomplishment Sheet and IPA chart. Be sure to turn in your Weekly Accomplishment Sheet EACH WEEK! This is how I track your success in sales, and give you guidance in areas that may be challenging you. A “Weekly Accomplishment Sheet” is attached to this sheet. It includes an “IPA” chart...you’ll want



The best way to keep track of your sales is by filling out a weekly accomplishment sheet and you can do this on the one enclosed in this packet by making copies or you can do it online. Just go to **[www.marykayintouch.com](http://www.marykayintouch.com)** and then on the drop down menu click on “Business Tools” and then select “Weekly Accomplishments” and proceed to fill in the information from there. You will be able to track your sales and store your WAS for the entire year so that you don’t clutter up your office with paper. I will also be able to see what you are doing each week and you get the recognition for our unit’s newsletter. If you choose not to enter this online each week



Dear Independent Sales Director:

**I would like more information about the following areas:**

Booking \_\_\_\_\_ Closing My Classes \_\_\_\_\_

Coaching \_\_\_\_\_ Customer Service \_\_\_\_\_

Starting the Opportunity \_\_\_\_\_ Business Management \_\_\_\_\_

Telephone Sales \_\_\_\_\_ Obtaining Reorders \_\_\_\_\_

Skin Care Classes/Facials/ \_\_\_\_\_ On the Go Appointments \_\_\_\_\_  
 Color Appointments \_\_\_\_\_

Online/Personal \_\_\_\_\_ Shows (Collection \_\_\_\_\_  
 Web Site Orders \_\_\_\_\_ Previews, etc.) \_\_\_\_\_

Prof. Customer Program \_\_\_\_\_ Other ( \_\_\_\_\_ ) \_\_\_\_\_  
 Mailings/Reorders/ \_\_\_\_\_  
 Misc. Sales \_\_\_\_\_

**Next Week's Goals**

Amount of Sales \$ \_\_\_\_\_

Number of Skin Care Classes/Facials/ \_\_\_\_\_  
 Color Appointments \_\_\_\_\_

Number of On the Go \_\_\_\_\_  
 Appointments \_\_\_\_\_

Number of On With the Shows \_\_\_\_\_  
 Appointments \_\_\_\_\_

Number of Customer Calls \_\_\_\_\_

**This Week's Hourly Gross-Profit Earnings**

Your Estimated Weekly \_\_\_\_\_  
 Gross Profit \$ \_\_\_\_\_

Hours Worked \_\_\_\_\_  
 = \_\_\_\_\_

**Total Gross Profits** \_\_\_\_\_  
**Earned Per Hour** \$ \_\_\_\_\_

New or Prospective Team Members					
REF. #	RECRUITED BY	NAME	COMPLETE ADDRESS	TELEPHONE	E-MAIL ADDRESS



## Income-Producing Activities Weekly Tracking Sheet for Consultants

Name

Week of

**Do you want results from your Mary Kay business?**  
 More Money? Earn the use of a career car? Independent Sales Director?  
 Then you'll want to concentrate on these income-producing activities on a weekly basis.

- A - 1 skin care class/collection preview (minimum \$100 retail / 3 faces)
- B - 2 facials or on-the-go appointments (minimum \$100 retail / 3 faces)
- C - 2 new bookings
- D - \$100 retail in customer service, Web site or brochure sales
- E - 1 marketing tape follow up with questionnaire completed
- F - 1 team-building interview with questionnaires completed
- G - 1 guest to a unit meeting - stay for marketing presentation
- H - 7 new names and numbers
- I - 1 new team member

**What's Your Goal:**

1. In the spaces below, write the letter of each activity as you complete it.
2. A variety of activities are suggested, but you'll want skin care classes / collection previews to be your first priority!
3. Submit this sheet along with your Weekly accomplishment Sheet and any other supporting material on a weekly basis.

Are you a part time Beauty Consultant?	Are you a full-time Beauty Consultant?	Do you want to earn the use of a car or be a Sales Director?																																				
Complete any 5 activities or 1 per day	Complete any 10 activities or 2 per day	Complete any 15 activities or 3 per day																																				
<table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td style="width: 100px;"></td></tr> <tr><td style="text-align: center;">2.</td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td></tr> <tr style="background-color: #e0e0e0;"><td colspan="2" style="text-align: center; padding: 5px;">Part-Timers IPAs Done</td></tr> </table>	1.		2.		3.		4.		5.		Part-Timers IPAs Done		<table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">6.</td><td style="width: 100px;"></td></tr> <tr><td style="text-align: center;">7.</td><td></td></tr> <tr><td style="text-align: center;">8.</td><td></td></tr> <tr><td style="text-align: center;">9.</td><td></td></tr> <tr><td style="text-align: center;">10.</td><td></td></tr> <tr style="background-color: #e0e0e0;"><td colspan="2" style="text-align: center; padding: 5px;">Full-Timers IPAs Done</td></tr> </table>	6.		7.		8.		9.		10.		Full-Timers IPAs Done		<table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">11.</td><td style="width: 100px;"></td></tr> <tr><td style="text-align: center;">12.</td><td></td></tr> <tr><td style="text-align: center;">13.</td><td></td></tr> <tr><td style="text-align: center;">14.</td><td></td></tr> <tr><td style="text-align: center;">15.</td><td></td></tr> <tr style="background-color: #e0e0e0;"><td colspan="2" style="text-align: center; padding: 5px;">Car / Sales Director IPAs Done</td></tr> </table>	11.		12.		13.		14.		15.		Car / Sales Director IPAs Done	
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**Did your activities support your goal this week?**

*The idea for this form was provided by Independent National Sales Director Bett Vernon*

# Soaring To New Heights

# LOVE PRIZES?

Get your business off to a powerful and perfect start! These are a few prizes you can and will want to earn right away!

### Earn your Pink Ice Ring!

Sell any 25 items in 7 days and place your minimum \$600 wholesale order the same month and with your stunning Pink Ice Ring!



### Earn your Mary Kay Money Bag!

Hold your business debut or hold your first Skin Care Class with a minimum of five guest.

Date held \_\_\_\_\_



### Earn your Raise the Bar Pin!

Date completed \_\_\_\_\_

My Sales during my PS were \_\_\_\_\_

**BONUS:** With you first team member earn your MK Pearl Necklace



### Earn your Business Card Holder!

Complete your contact list and give to Angie, PLUS attend Pink Power Night with a Friend.

Models Name/Phone \_\_\_\_\_



### Earn your Checkbook Cover!

Personal website date \_\_\_\_\_

Business Card order date \_\_\_\_\_

Open Bank Account date \_\_\_\_\_

Sign up for *Pro Pay* date \_\_\_\_\_



Congratulations! Make sure to bring this completed form to our meeting or you may email this form to my office!

Send me a photo so we can feature you in our newsletter and website!

# CHOOSE

to promote yourself  
and move UP the  
Mary Kay career path!



## *I'm a Senior Consultant*

Name \_\_\_\_\_ Date \_\_\_\_\_

Earn your Senior Consultant Enhancer when your first new Team Member places her initial order! You are a brand new Senior Consultant! Congratulations!

\_\_\_ I recruited my first team member, her name is \_\_\_\_\_

\_\_\_ She placed her initial wholesale order of \$ \_\_\_\_\_ on \_\_\_\_\_

## *I'm a Senior Recruiter*

Name \_\_\_\_\_ Date \_\_\_\_\_

Earn your Red Jacket Poster and Red Jacket Order Form when you add your second active Team Member who places her initial order! Now you are a brand new Senior Recruiter! Keep it up!!!!

\_\_\_ I recruited my second team member, her name is \_\_\_\_\_





## I'm a Star Team Builder

Name \_\_\_\_\_ Date \_\_\_\_\_

Earn your Star Team Builder Enhancer when you add your third active Team Member and she places her initial order of \$200 wholesale or more! This will make you a new Star Recruiter and eligible to wear the elite Mary Kay Red Jacket!

\_\_\_ I recruited my first team member, her name is \_\_\_\_\_

\_\_\_ She placed her initial wholesale order of \$ \_\_\_\_\_ on \_\_\_\_\_



## I'm a Team Leader

Name \_\_\_\_\_ Date \_\_\_\_\_

Earn your Team Leader Enhancer when you add your fifth active Team Member and she places her initial order of \$200 wholesale or more! This will make you a new Team Leader and eligible to enter qualifications for your first Mary Kay Career Car!

\_\_\_ I recruited my first team member, her name is \_\_\_\_\_

\_\_\_ She placed her initial wholesale order of \$ \_\_\_\_\_ on \_\_\_\_\_



## I'm a Future Director

Name \_\_\_\_\_ Date \_\_\_\_\_

Earn your Future Sales Director Enhancer when your eighth active Team Member and she places her initial order of \$200 wholesale or more! This will make you a new Future Sales Director and eligible to enter qualifications to become a Sales Director!

\_\_\_ I recruited my first team member, her name is \_\_\_\_\_

\_\_\_ She placed her initial wholesale order of \$ \_\_\_\_\_ on \_\_\_\_\_

Don't miss  
out on over  
\$800 in FREE  
Products



# Inventory

Please talk with Angie and listen to the inventory CD before placing your first order. Placing your first order without all the facts could result in the loss of up to \$800 in free products.

If Angie has not personally contacted you when you are ready to order please contact her at **209.968.5152** or **209.545.8316** or email her at **angelimon@marykay.com**

She will create an order designed especially for you and your future customers.

You cannot open a store with a can of tomatoes and a 5 lb. bag of sugar.



If you're wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate problems she had encountered in other companies.

One major problem was trying to deliver merchandise after a two-week lapse of time. She found that invariably customers lost enthusiasm and in many cases, they completely cancelled the order, diminishing the hostess gift and casting a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

One of the greatest merchandising techniques that has put the Mary Kay Beauty Consultant where she is today is immediate product availability, so it is very important that you have an adequate supply of Mary Kay products at your classes to deliver on-the-spot.

At the skin care class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be "impulse buyers" and will often purchase more when they know they can immediately take possession.

It's a known fact that you will sell more when you know you have enough inventory. When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you're afraid someone may want something you don't have.

Set yourself up for success by borrowing at a low interest rate to purchase inventory at a profit making level. Isn't it easier to shop at a Kroger Store than a 7Eleven?

### With adequate inventory, you will:

1. Have a sales advantage. Many sales are missed because at the moment of the customer's greatest desire, the product is not available. Clients often "cool" when they have to wait.
2. Operate efficiently. A well balanced inventory ready for delivery tremendously increases the day-to-day operating efficiency of your business.
3. Avoid extra trips to deliver products to each of the customers who ordered at the class, saving time, money and gasoline.
4. Book more classes, resulting in an increase in your overall profit. (It's hard to book a check-up facial if she won't be using the product for two weeks.)
5. Establish your team members' confidence in you. If they know you have adequate inventory, they will follow your example. The results will be more confidence and enthusiasm, meaning greater success for you, too.

Remember, when an enthusiastic customer has to wait for a post-class delivery of the merchandise she has selected, her enthusiasm wanes and she may have second thoughts. You can avoid much time and effort by making sure your customers receive their merchandise at the class, while they are "in the mood."

As National Sales Director Dalene White has said so many times, **"You cannot open a store with a can of tomatoes and a five pound bag of sugar."** Likewise, you are operating at a decided disadvantage when you do not have enough products in your Mary Kay store to service your customers.

## Inventory

One Time Investment - \_\_\_\_\_  
Ways to Secure Capital

Reinvest in your products.  
If you sell it you must repurchase it.

Repayment of your one-time investment.

## \$Money Bag\$

All sales money deposited into the money bag.  
Make bank deposit on Fridays.

### WORK FROM CASH

### 60% Product Account

- 50% replaces products sold
- 10% is your floating sales tax money and to be used for sales aids.
- This account will only need a debit card.
- You may reorder as often as you like, but with a full store (profit inventory) you will most likely order 1 or 2 times per month.

### 40% Profit Account

- Repay your business investment.
- Profit money can be used many ways. What does your family need? Value? Or desire?

# Success = "Your" Personal Use

## "MY" TRAVEL ROLL UP COLLECTION

### POCKET #1

- TimeWise Cleanser
- TimeWise Age Fighting Moisturizer
- Foundation
- Day/Night Solution
- TimeWise Eye Cream (Age Fighting or Firming)
- TimeWise Targeted Action Toning Lotion



### POCKET #2

- Black Compact & Brushes
- 3 Mineral Cheek Color
- Lipstick
- Lip Gloss
- Lip Liner
- Eye Liner
- Mascara
- Lip Primer



### POCKET #3

- Indulge Soothing Eye Gel
- Oil Free Eye Make Up Remover
- Oil Free Hydrating Gel or Intense Moisturizing Cream
- Microdermabrasion Set



### POCKET #4

- Satin Hands
- Satin Lips

### ADDITIONAL ITEMS:

- 2 Black Compacts Filled
- 2 Additional Eye & Lip Liner
- 1 Brow Pencil



As a brand new Beauty Consultant, you'll want to make sure that you are using 100% Mary Kay products from head to toe! You will find that you will sell what you use. It helps you feel confident in how the product works, order, of application and it's benefits. If you are not currently using every product in the travel Roll Up Bag, then this will be a good place to start. Use the worksheet below to figure out what you need. I want you to have the success you deserve right from the start of your business and it starts with you!

**STEP #1:** Toss out all "other brands" in your cosmetics and skin care wardrobe! (Nothing is worse than having someone ask you what color your lipstick is and having to tell them it's brand "X")

**STEP #2:** Look at the "personal Use" products to the left. Check off all the Mary Kay products you currently use. Then take the current "Look" Book and go shopping for any unchecked items.

## Add your color choices below:

Foundation Color:	Mineral Cheek Colors
Powder Color:	1
Mineral Eye Colors	2
1.	3
2.	Lipstick
3.	1.
4.	2.
5.	3.
6.	Lip Gloss Colors
7.	1.
8.	2.
Concealer Choice	3.
1.	4.
Eye Line Colors	Lip Liner Colors
1.	1.
2.	2.
Eye Brow Pencil Color	3.
1.	4.
Mascara Choice	Fragrance Choice
1.	1.
2.	
3.	