

## Welcome to Mary Kay, the National Olive Area, and the Women of Faith Unit!

You can rest assured that you are in good hands, because we are going to train you on the steps it takes to build a successful Mary Kay business. When you follow the steps we teach you, you will be sure to build a lucrative and thriving business.

Training is key to your success. We provide free training, but it is up to you to make it a priority to show up for it. Mark the times available on the datebook that came in your Mary Kay kit, and set an alarm on your phone to remind you. Even though we are here to support you, your success ultimately lies in your hands.

**Here are the two trainings you will want to attend on a weekly basis:**

- **Steps to Success new consultant training on Saturdays at 9am PST, 10am MST, 11am CST, and 12pm EST. It is on Zoom, and we use the join code 6198065031.**
- **Women of Faith unit training is on Wednesdays at 6pm PST, 7pm MST, 8pm CST, and 9pm EST. It is also on Zoom, using the same join code 6198065031.**

You will find important information, scripts, and challenges you will refer to during our 4 week Steps to Success training for new consultants in this packet. It will be an invaluable tool.

See you at training!

-Kathy, your National Sales Director



A little bit about me:

I have been building my Mary Kay business for almost 30 years. I started Mary Kay to make a little extra money and have something of my own outside of being a mom and wife at home. I found both of those things and more.

I am a native Californian, and currently live in Escondido, California. I've been married for over 35 years to a wonderfully supportive man, Tony. And we have 2 adult kids, Johnny and Christina.

When I started Mary Kay I never thought I would achieve more than \$50 profit a week from my business, but over the years I have achieved much more than that. In fact, I have achieved almost everything on the "banquet table" that is available to all of us. And now it's time to pay it forward and help others have everything they ever dreamed of off the "banquet table" of Mary Kay.

That's the beauty of Mary Kay. You can have it all! Just tell me what you want, and together, we will make it happen. Your dreams are waiting.

# Inventory

In MK we have the privilege of carrying inventory if we want to. I say a privilege because it totally helps us be successful business owners. Let's go through some of the reason having inventory is so important:

1. Buying is an impulse, especially in cosmetics. If you have the product there, women tend to buy more. Bottom line, you will sell more if you have inventory.
2. Women hate to wait for things they want to buy. Rather than wait, women may buy something that is instantly available. You may lose out on sales if you don't have inventory.
3. Your time is valuable. Every time you have to make a second trip to deliver products you didn't have at the time of sale, it costs you your valuable time. Therefore, You will make more profit per hour if you have inventory.
4. You are regarded more highly as a professional when you carry inventory. Think of times you've gone into a store that had very little inventory. What did you think? Chances are you thought that they were not very successful or very professional, and maybe you even hesitated buying from them.
5. Consultants that start their businesses off with inventory are generally more successful. Why? Because they are less frustrated. The stress of having people wait for things, trying to keep track of the product you owe your customers, and missing out on sales, can make you feel frustrated. And think about this: Having inventory can also serve as a motivator to get you out the door working your business.
6. Having inventory is an asset, not a debt. At any time you can double the money you invested in inventory just by selling the product.
7. You get valuable product bonuses, referrals, and beautiful prizes from the company when you place a qualified initial inventory order.
8. Inventory comes with a guarantee. If you decide to terminate your Mary Kay career, you have the guarantee that you can return any unsold, saleable product you purchased from the company in the previous 12 months to Mary Kay and receive 90% of your total investment for those products in return. This guarantee should remove apprehension in investing in inventory, because Mary Kay is really the one taking the risk.

## Where do you get the money to invest in inventory?

1. **Hold appointments.** Then collect the money and place the order with the Company using all the money you collected. When the product arrives, deliver the product to your customers. It is recommended that you hold the parties closely together if you decide to start your business like this. That way, the customers don't have to wait too long to receive their product.
2. **Personal funds.** Cash in the bank draws very little interest, would you agree? Cash invested in your Mary Kay business on the other hand, brings you 100% return on your investment. You can see that investing in your "Mary Kay store" can be a very smart move.
3. **Bank loan.** Another way to start your business is to borrow money through a creditline or with a bank loan. If you think about it, this is how most businesses begin.
4. **MasterCard/VISA/Discover** You may be able to qualify for a credit line through a credit card. Interest rates on credit cards can be pretty low, depending on your credit rating.  
You can go to:[www.marykayintouch.com](http://www.marykayintouch.com): then to MK Connections to apply.  
**It has a low 0% Introductory APR for up to 12 months** on purchases and even balance transfers. That means if you need to use one of your current credit cards, you can transfer the balance to your Mary Kay Credit card. **And, get excited!! There is No Annual Fee and it even gives you cash back!**  
**If you cannot qualify for the Mary Kay credit card, you can go online to Ecreditcards.com** It is a "one-stop shopping" website for possible credit lines to fund your business. And remember any interest charged to you for using the credit card is tax deductible.
5. **Family loan** Consider borrowing from a family member at a fair interest rate.

## Guidelines for your Business Debut:

- Be on Zoom early to greet your guests.
- Be prepared to answer a few questions like, "What is your favorite product in the Mary Kay product line?" or "Why did you decide to start your Mary Kay business?"
- Mute yourself if you have background noise.
- Dress and groom yourself nicely.

- Be in a place where there are no distractions. Even looking around can be a distraction. Remember, all eyes could be on you.
- As a consultant, plan to reserve a 2 hour time frame for your party because we will be following up with all the guests after the party. Guests will want to reserve an hour.
- Before we meet with each guest after the party, text a copy of the Virtual Debut Specials sheet to the guests. Your director will text you a copy to forward to your guests. You can find the Virtual Debut Sets sheet on [www.kathyoliveira.com](http://www.kathyoliveira.com) Under Resources tab/Set Sheets or Steps to Success tab.

## Scripts

Be sure to smile while talking if you are on the phone. Or if you are texting, then put lots of emojis in the message.

**Schedule and hold your business debut with your director.**

**Your goal is to have 15 people attend.**

**To have a successful business debut, text or phone at least 50 people to invite them. You can say or text this:**

*Hey \_\_\_\_\_! I just started my own Mary Kay business and my Virtual Business Debut is \_\_\_\_\_ (date and time) on Zoom. Everyone who supports me gets a gift! And when I have 15 friends attend, then I'll get a prize too! Can I count on you to be one of my special guests?*

(Wait for response.)

*Great!*

*The Zoom join code is \_\_\_\_\_. I'll get your gift ready to pop in the mail after the party. Feel free to invite your friends and they'll get a gift too!*

If they ask what their gift is, say . . . *A Swag Bag filled with 6 spa treatments*

**Schedule and do your practice opportunity shares with your director.**

**Your goal is to do 6 practice opportunity shares with your director.**

**To schedule those 6 practice opportunity shares, text or phone at least 10 people and say or text this:**

*Hi \_\_\_\_\_! I'm so excited! I just started my own Mary Kay business and I am in training to learn how to share the opportunity with people. My director recommended*

*that I ask the people I most admire and respect to help me practice with for my training. You were at the top of my list! (Smile) Is there any reason why you wouldn't help me with my training and just listen and ask some questions so I can learn?*

(Wait for a response, then book a time and way you are going to connect with them. You can connect your director, the person who has said she would help you practice, and yourself, either in person at a coffee shop, a 3 way call, or Zoom.)

**Schedule to do your 30 practice faces either by inviting them to the many group sessions we have, (at which a director like myself will lead the facial and you can watch and learn), or you can schedule to do the facials yourself.**

**To schedule those 30 practice faces after you have done your business debut, phone or text everyone you know who has skin and say or text this:**

*Hi \_\_\_\_\_! I am so excited! I just started my own Mary Kay business and I have been challenged to share the products with 15 people in 15 days. I am sending out Detox Facial Love Pack to people I love, and I was wondering if I could send you one?*

(Wait for response.)

*Great! Since this is a guided facial and I am just learning, one of my mentors in Mary Kay is going to be facilitating the facial. Would Sunday at 6 or Monday at 4:30 work best for you? (Or you could schedule a facial that fits with your schedule and do it on your own)*

(Wait for response.)

*Super! I'll get your Detox Facial Love Pack in the mail to you right away. What is your address?*

(Wait for response.)

*Since we are getting together anyway, is there any reason why you couldn't invite a few friends? It would help me with my training and I would be happy to give you \$10 of free Mary Kay product for every guest that shows up. How does that sound?*

(Wait for response.)

*How many people would you like to invite?*

(Wait for response.)

*Great! Is there any reason why I couldn't check with you tomorrow to see if they responded 'yes' to the free facial? That way I can get their addresses and send their facial packs out to them in time for our party.*

*(Wait for response.)*

*Super! Talk with you tomorrow.*

When someone chooses not to book because:

**Tentative Booking Approach is to be used when the person you are attempting to schedule for an appointment:**

- Doesn't know her schedule yet.
- Wants to check with her party invitees to see what time works best for them.
- Says she's too busy

*Why don't we do this? Why don't we schedule a tentative date with the understanding that if you can't make it, we will just reschedule. That way we have something to look forward to. (Smile and nod) So, does a weekend or weekday work better? (Go about scheduling their facial by giving them choices until you decide on a date that will work for both of you)*

**Things you can say to those you have scheduled for appointments to make sure they hold:**

- *Hi \_\_\_\_\_! This is Kathy, I am super excited about our Detox Facial session. You are going to love the treatments, and your skin is going to look and feel amaaaaazing! I'm sending your facial spa kit out tomorrow. Be on the lookout.*
- *I have your facial scheduled for \_\_\_\_\_. You can count on me to be there, and I know I can count on you too.*
- *To get the most out of your pampering experience, It would be great if you download the Mary Kay Skin Analyzer app on your phone. It's a FREE in depth computer analysis of your skin. Scan your face and send me a copy of your product prescription. Be sure to have your hair pulled back, no makeup on, and have good lighting. This analysis will help us focus on the products that are*

*recommended for you. Looking forward to seeing you at our detox facial party on \_\_\_\_\_ at \_\_\_\_\_ am/pm!*

- *\_\_\_\_\_, at your guided facial, have your spa facial packet beside you, and be by the sink . You may want to pour yourself your favorite beverage to add to the luxuriousness of the experience. It will be a time to unwind with girlfriends. You deserve it! See you at \_\_\_\_\_!*
- *Did I tell you? We are using Zoom for your guided facial. Are you familiar with the app? You can access it on your phone or on your computer. If you use your phone, just download the Zoom app and put in the join number \_\_\_\_\_. If you use a computer, then just go to Zoom.us and click “join meeting”, then put in my join #.*
- *Are you into color cosmetics? If you are, check out the Mary Kay Mirror Me app and play. I would love to see you in your favorite look. Can’t wait until your pampering sesh \_\_\_\_\_*
- *Did I tell you? We are using Zoom for your guided facial. Are you familiar with the app? You can access it on your phone or on your computer. If you use your phone, just download the Zoom app and put in the join number \_\_\_\_\_. If you use a computer, then just go to Zoom.us and click “join meeting”, then put in my join #.*
- *Today’s the day. Pampering time! We will see you at \_\_\_\_\_ on Zoom join number \_\_\_\_\_. Do you have any last minute questions?*
- *Are you ready for your appointment? Talk with you in an hour!*

## **What to say when you meet with your guests AFTER your Business Debut:**

### **Part 1**

*Did you have a good time?*

*(Wait for response.)*

*What was the favorite product of everything you saw/tried?*

(Wait for response.)

(For the Business Debut) *You texted me during the party that you wanted to be a Queen/Princess. Should we start you with your favorite skin care set? Or do you want your favorite skin care set and some extras? (Smile) Whatever you decide is fine with me.*

(Wait for response.)

Be quiet. Take her order and her payment information. Do NOT send her to your website to order.

## **Part 2**

*Are you as excited as I think you are about getting your free Detox/Hydro facial?*

(Shake your head, “yes”. Wait for response)

*So, when should we schedule that? This week or next? (Give her two choices and keep narrowing it down until you get to a specific date and time.)*

(Wait for response.)

*OK, since we are getting together anyway for your facial, is there any reason why you wouldn't want to invite some friends to join in the fun and the pampering?*

(Wait for response)

*And remember, you will get \$10 of free product from me for every person who attends. (Smile) How many people would like to invite?*

(Wait for response)

*Great! Is there any reason why I couldn't check with you tomorrow to see if they responded 'yes' to the free facial? That way I can get their addresses and send their facial packs out to them in time for our party.*

(Wait for response.)

*Super! (Nail down a time).*

## **Part 3**

*There's just one more thing I want to say, because I really mean it. I really do. I think*

*you'd be good doing what I do. Tell me, \_\_\_\_\_, with the proper training, do you think you could do what you saw me do here today?*

(Wait for response)

*Could you use an extra \$500, maybe even \$1000 extra cash per month for part time work?*

(Wait for response)

*I'm in training right now, and regardless of if you wanted to do Mary Kay or not, it would really help me out if you just listened to the perks and benefits of Mary Kay so I could learn from my trainer how to share the business. What day works best for you, tomorrow or the next day?*

(Narrow it down to a specific date and time)

## **What to say when you meet with your guests AFTER a Detox or Hydro Facial:**

### **Part 1**

*Did you have fun?*

(Wait for response.)

*Great! What was the favorite product of everything you used today?*

(Wait for response.)

*Super! Did I explain how to use your skin care set so you could understand it, or do you have some questions on how to use it?*

(Wait for response.)

*So what would you like to start with, the Ultimate Miracle set (or the ultimate Repair set, depending on their age), or would you like to just settle for the Miracle set (or Repair set)? Whatever you decide is fine with me.*

(Wait for response.)

## Part 2

*Ok, now we get to schedule you for your free Hydro facial. When would you like to schedule that, this week or next?*

(Decide on a date by asking questions--Use the tentative booking approach if they hm and ha)

*Ok, great. Since we are getting together anyway, is there any reason why you wouldn't want to include some friends and family in the pampering and the fun?*

(Wait for response.)

*Remember, I'm going to give you \$10 per person at your party. How many people ideally would you like to join you?*

(Arrange a time to meet on the phone through voice or texting to get the addresses of those who are able to attend.)

## Part 3

*There's just one more thing I want to say because I really mean it, I really do. I think you'd be good doing what I do. Tell me with the proper training do you think you could do what you saw me do today?*

(Wait for response.)

*Let me ask you this. Could you use an extra \$500, maybe even \$1000 cash per month for part time work?*

(Wait for response.)

*OK. I'm kind of busy, but we could either meet today or tomorrow for me to tell you about it. What would be better for you? Whatever you decide is fine with me.*

**Congratulations on getting off to a great start. You have proven to yourself that you can do this! You are destined for greatness, and in Mary Kay there is nothing and no one stopping you short of your dreams. Dream Big!**

***Kathy***