

Information For My Husband

Husbands are always concerned with the well being and success of their wives. The following are questions sometimes asked by concerned, supportive husbands.

Exactly What Will My Wife Be Doing? She will be teaching skin care. She will own and operate her own business as an independent contractor — she's not an employee of Mary Kay Inc or mine. Her classes will be taught to groups of one to six women.

Where Will She Conduct Her Business? Her classes will be held in either her home or the home of a hostess who has invited her. Your wife will have no territories and may build her business anywhere she chooses in the United States and its territories.

What Hours Will My Wife Be Expected To Put Into Her Business? As an independent business person, she will set her own schedule and can conduct business around family and other activities. We do suggest she complete a Weekly Plan Sheet every Sunday, so you both know and agree to her schedule. We feel it is vital that you both agree on her schedule and that she works as planned. The more hours she puts into her business, the higher her income potential.

My Wife Knows Very Little About Teaching Skin Care and Selling. How Can She Expect To Be Successful? Educational materials are available in her Starter Kit, at www.marykayintouch.com, from me, and at her local weekly sales meeting. She will learn many facts of her business including: how to schedule classes and manage her income. Local educational opportunities cover basic skin care and make-up techniques. Be sure your wife attends her meetings!

What Is Inventory, When Does She Need It, and How Much Does She Really Need? Product inventory is not required to start her business. She may conduct her first skin care classes using just her Starter Kit. However, she may want to start with an initial inventory, so her customers can get their products immediately. The two of you know your financial circumstances better than anyone. I honestly believe that the \$3000 wholesale is the best starting order for new consultants who are looking to work their business as a business, or for those who want an immediate paycheck. She is on a profit keeping basis from the first day with a \$3000 order! Smaller inventories are also available to fit any budget. However, she would want to re-invest her profits and not take a paycheck until she reaches that Profit Level Inventory. Having inventory is a timesaver in that she will not have to make as many deliveries, and sales are generally higher when she can provide on-the-spot service. It is also a motivating factor to get moving in the business of building a customer base. The most important thing with inventory is she'll have something to show!

That Sounds Like a Lot of Money, Frankly, What's in it for you? I earn a commission based on wholesale orders. If your wife doubles her money, I get 9-13% from the company. Should your wife not succeed and return all her inventory, she keeps her profit and the company deducts 9-13% from my check. They also destroy her returned product so they take a complete loss. She has a lot to gain; we have more to lose. We would not have brought her into Mary Kay if we didn't believe in her potential for success. Her success is my #1 goal!

We Don't Have That Much Money In Savings. Now What? Few people have disposable income to place an initial inventory order. Even if you do, consider a bank loan or a credit card or other available line of credit. Most businesses begin on borrowed capital. Keep in mind that if your wife decides that Mary Kay is not for her, the Company will buy back her original unused Starter Kit and original unused Section 1 products purchased from the Company within one year for 90% of her original new cost.

Is This A "Pyramid" Company? No! Mary Kay is a true direct selling company where there is only one wholesale sale (Company to Consultant) and one retail sale (Consultant to Customer) of Mary Kay products. There are no levels of wholesalers between the Company and the consumer through which products pass at varying discounts before sales. Everyone recruited as a Consultant is recruited to sell products at retail. The entire marketing structure is based on and intended to foster retail sales to ultimate consumers.