

Mary Kay Ash and Dalene Whites'  
Training Notes for New consultants

Circa 1963

# CONSULTANT RESPONSIBILITIES

## A. To Self

Continuous study of motivation and sales courses and books.

High self-image (Keep self-esteem high-think you are somebody.) Well informed-read beauty magazines, etc. (All tax deductible) Always present best Consultant to public. (Look like a Beauty Consultant at all times.)

## B. To Unit

What would my Unit be if every member were just like Me?

Support Unit functions and promotions-remember you are part of a team.

## C. To Director

Unquestioning support and loyalty. (If there are questions, ask in private)

Support Director and Director will support you.

Attendance at Sales Meetings- one of very few Company requirements. (For education, inspiration and information)

Reports at every meeting. (Have reports made out and ready.)

## D. To Company

Support Company policy at all times-the Company upholds you.

Project Company image and present product as Company technique outline presentation.

We are all proud of Company Image. It is a prestige Company and a prestige product with prestige people.

## E. To Customer

Always right

Be prompt at Shows and with Service (Keep your promises!)

Know product-(If asked a question you can't answer, find out-ask your Director first.)

Tie customer

1. Be honest and fair to Hostesses and Customers.

2. Present a professional performance.

3. The only way you can "Keep" a customer is earn her loyalty to you as her Consultant.

## F. To Hostess

Be Neat

Be Prompt

Give her best of your abilities

Be honest and fair with Hostess

Be Generous

## II SELF ORGANIZATION

- A. Get organized  
Have a goal (write down each individual goal)  
Get pictures and paste them around-to remind you.
- B. Plan your Work-and Work your Plan.  
1. What do you want to make?  
\$250 a week?-\$50 a day-2 Shows?  
2. Charles Schwab story (6 Most Important Things)  
Show them how to use this daily.
- C. Get a Maid  
Everyone has the same 24 hours. Get her to do the things that it's not important that you do.  
(Washing, ironing, cleaning, etc.) You can make enough on one Show to pay her all week!
- D. Decide How Many Hours Per Day You Are Going To Spend Working.  
Then, each day PLAN to spend 4 hours, minimum AND STICK TO IT DAILY!

## III EXTRA NEEDS FOR BEAUTY CASES

- A. Inexpensive washcloths (Dark colors are best-less stain.)  
Plastic Bags  
Spoon for Masque  
Cotton Balls  
Stickers-gold and white stickers for mail.  
(Gold stickers on all merchandise)  
Thank-U-Grams and Birthday Cards to tie customers.  
(Show over \$100, send Special Delivery!)  
(Under Sales Aids there are certain items that you can sell-pays for your literature.)  
(How to Keep birthdates)  
Rubber Stamp (No larger than space on Pink Price List.)
- B. Order out your first order:  
5 extra "Before and After Pictures." (Put in glassene covers and pass out to guests at Show for close view.)  
6 extra Lip and Eye Brushes-so that each person has 2 each.  
5 Flower Pens (For each guest to use at Show.)  
Complete, Basic and Glamour Boxes and merchandise to fill them. (If you show sets, you sell sets!")  
Extra Kurlash and Eye Pencils to save time.  
Miniature Body Lotions and Bubbling Bath Oil for drawing prizes for Shows.  
6 Artist Palettes  
6 Lip Refills; 6 Shadow Refills  
Thank-U-Grams-Birthday Cards

- C. Also available:  
Mascara refills  
Bulk items

#### IV USE OF LITERATURE

- A. Date Book
- B. Manual-(Show yours, put together as suggested.)
- C. Order Cards-(Cardboard to customer; yellow to Director with your Weekly Report each week, pink for your envelope file, white-original stapled to customer's order sack.)
- D. Pink Brochure-(Use to advertise-always stamp with your name.)
- E. Pink Price List-Order aid.
- F. Instruction Sheet-One to be placed in every order. Suggest customer tape to inside of medicine cabinet door.
- G. Reminder Card-to be mailed a few days before Show. (Remember she can't argue with postman-don't phone!)
- H. Application-(Each Consultant should have at least one ready to use.)
- I. Hostess Percentage Card-Place inside Date Book-explain use. Also, "Cue Card" side is for steps in Show Procedure.
- J. Wholesale Order Pads-Pink and yellow are sent to Company; Yellow is original. Green is work sheet, retained by you.
- K. Suggestions for the Hostess-use to coach every Prospective Hostess.
- L. Sacks and Tissue- Imprinted Sacks are available for neat delivery' also tissue for loose items.
- M. Set boxes-so important-"If you Show Sets, you Sell Sets!"
- N. Thank-U-Grams with envelopes-available from Company. Send to Hostess following Show (Send Special Delivery for \$100 Show.)
- O. Birthday Cards-Available from Company. Make a "Birthday File" of Hostesses and keep it current. (At first, guests, too, for more contacts.)

V BEAUTY SHOW PROCEDURE

- A. Before the Show:
1. Kitchen-coach Hostess (Section One)  
ask for completely filled out Sug-  
gestions Sheet.
    - a. Number of guests.
    - b. Bookings?
    - c. Serve refreshments after orders are  
taken up and drawing is held.
    - d. Have Hostess Make out her order for  
Complete Set.
    - e. Possible Recruit?
  2. Set Up Table (Section One)
    - a. Mirror, Washcloth, Mary Kay Artist  
Palette, Plastic Bag, Order Card,  
Pink Price List and Flower Pen at  
each guest's place.
- B. Show Procedure
1. Tell the Story-it is a very important part of  
your presentation.
  2. We do not break the Basic Set. But, you must  
learn how to accomplish this without creating  
antagonisms.
  3. Tie steps together so that pieces are not re-  
quested. Briefly go through steps explaining  
each item and its function.
    - Step 1. Cleansing Creme-Deep pore cleansing
    - Step 2. Magic Masque-Vacuums the skin
    - Step 3. Skin Freshner-Refines the pores and firms  
the contours
    - Step 4. Night Cream-2 formulas.  
Special for people with thin, sensitive  
skins or allergy problems.  
Super for normal skins.  
The Nite Cream is designed to give you  
a blemish free complexion.
    - Step 5. Day Radiance-is your "hold the Fort"  
daytime protection-completing 24 hour  
cycle. It does for you in the day-  
time what your Nite Cream does at nite.
- C. How to "Get the Order"
1. Go over Pink Price List
  2. Again, Tie together- the Basic Set
- D. How to get Them To Start Writing on Order Cards
1. Name
  2. Birthdate
- E. Explain "Complete Set" routine-showing;
- F. How to close out Show
1. Have Drawing
  2. Take up orders

## VI BOOKING

- A. Cold Booking  
Grocery store, department store, dry cleaners, bank, offices, hospitals, anywhere there are people.  
Use the Mary Kay bag or Mary Kay "Before and After" card- or open conversation with the question, "Have you heard.." (The "Some years ago" story on tip of tongue.  
Anywhere you see people-you can book Shows.  
Use the "Open Mouth" policy.
- B. Show Booking  
Do all these things to insure maximum booking at Show.
1. Coach Prospective Hostess the day she is booked to "get two."
  2. Know best booking prospects. (Section Two.)
  3. Make "Booking Talk" in opening remarks.
  4. Make "Booking Pitch" at time of drawing.
  5. Memorize "Correct Approach."
  6. Book as close in as possible.
  7. Book individually.
    - a. Have Hostess call out in kitchen.
- C. Teach
1. Correct booking approach-"At every Show, etc."
  2. Tentative Date Booking talk-keep Date Book filled 2 weeks ahead!

## VII COACHING THE HOSTESS

- A. Use "Suggestions for the Hostess" and coach immediately after booking.
1. "Enthusiasm is the key!"
  2. Tell everyone you can the story behind the cosmetic-(pink pamphlet).
  3. Invite 10 to get 5 (Let Hostess help if more come.)
  4. Book 2 to guarantee 20%-those who can't attend.
  5. Possible recruit? (Some Consultants offer \$5.00 merchandise credit for anyone who is accepted by the Company and goes to work.)
  6. Career with me-"rain or shine, I'll be there. Same of you? I won't call or write-I'll just be there!"
- B. Send Reminder Card. (Explain in detail the value of this card)

## VIII RECRUITING

### A. Why (Section Three)

1. 4% Bonus
2. Become Director (\$2,000 Wholesale--3 months, etc.)

### B. How

1. Best source--at Shows.
  - a. Why I like being a Mary Kay Consultant
  - b. Hostesses
  - c. Select one guest at each Show.
2. Satisfied customers
3. Tie a red ribbon around finger, and carry Mary Kay Handbag
4. Get Recruiting Minded--every opportunity is open to you.

### C. Recruiter Responsibilities

1. Be sure Recruit has facial and is well informed about product-marketing, requirements, etc.
2. Get application with everything filled out and signed.
3. Get to Sales Meeting, if available, and out to observe 3 Shows.
4. Be sure Recruit has enough Shows booked to hold 5.
5. Be sure Recruit has been studying Manual and can answer Questionnaire.
6. Determine whether she is familiar with product and personal reaction.
7. Tell history of product and Company completely, all inclusive about recruiting, etc.
8. Show growth and possible earnings (here stressing In-put = % of Profit.)
9. Stress at this point Company and Unit requirements; wholesale cash in and why; attendance at meetings and why.
10. Expedite application and training--always with alertness and NO WAITING!
11. Help fill out first order, preferable \$250 or \$100 wholesale.

## IX KEEPING YOUR RECORDS - Very Simple - If You Keep Up-To-Date!

### A. Date Book

1. Page arrangement
2. Saturday page (good recruiting aid).
3. Name in front - postage guaranteed.
4. Expenses in back.

### B. Making Out Orders

1. Read back for detailed information (See Extension Chart).
2. All figures retail because of percentage factor.
3. Note taxable and non-taxable items.
4. You collect tax and pay it with each order.
5. Over \$100 wholesale - Company pays freight.

6. Order weekly or in highest possible percentage bracket (\$250)
7. Cashier's Check or Money Order.

C. Show Envelope

1. Make out example (Section Four).
2. File by number in drawer - number to coincide with numbered Show in Date Book.

D. "Phone Order" Envelope

E. Income Tax Information (Section Four).

1. Brown Envelopes
  - a. Car expenses (credit card).
  - b. Home use
  - c. Office expenses
  - d. "Everything you do that you would not have done except for your job" is a good rule of thumb for deductions.
  - e. Miscellaneous - turnpike tickets, cotton balls, etc.
2. Wholesale order invoices - Column Two - completely deductible.

F. Separate Bank Account

## NEW RECRUIT TRAINING OUTLINE

### PART ONE:

Before receiving Case, prospective Consultant must:

1. Turn in Application with photo and Cashier's Check or Money Order for Case.
2. Attend three training Shows.
3. Book 5 Shows for first week's work and why. (see Section 1)
4. Attend Beauty Consultant Training Class.
  - a. Make special section for sales meeting notes in Manual.

NOTE: At first meeting with Prospective Consultant, lend her your Manual to study and tell her how to book first Shows. (Section 1)

### PART TWO: Training Class Outline:

Needs for person holding class.

1. Extra pencils and note pads for Recruits to use.
2. Your Notebook
3. "Six Most Important Things" pads.
4. One each of all literature.
5. Set up for Show.

Case, pink slip, flower pen, order card, plastic bag, washcloth, Mary Kay Artist Palette, 6 glassene covers for "Before and After" pictures, Manual, Complete, Basic and Glamour boxes sets and drawing gift. Notebook to be used at all Sales Meetings to classify information.

- a. "The faintest ink is better than the most retentive memory." Write it down!!