



MARY KAY®
Imagine the Possibilities
Answering your questions about a Mary Kay business

pink changing lives™



Mary Kay's Mission:

To Enrich Women's Lives with Products That Help
You Look and Feel Great
And Offer an Incredible Business Opportunity



Our Agenda for Today

- I'll have you tell me about yourself.
- I'll share a little about me and why I started my own business.
- I'll share some facts about the company, reasons why women and men are choosing Mary Kay, and avenues of income that come with owning your own business.
- I'll answer any questions you may have.
- At the end, I'll ask if Mary Kay is something you would like to try.



Tell Me a Little About Yourself

- Tell me a little about yourself and your family.
- What do you like BEST & LEAST about your current job or situation?
- In a working environment, which position excites you the most? Leading a team or being a team player?
- If you were in a position to change anything about your life right now, what would it be?
- If you could create the perfect career just for yourself, what would that look like?
- In our time together, is there anything specific that you would like to learn about Mary Kay and the business opportunity?



A Little About Me and My Mary Kay Career

- Why I joined Mary Kay: _____



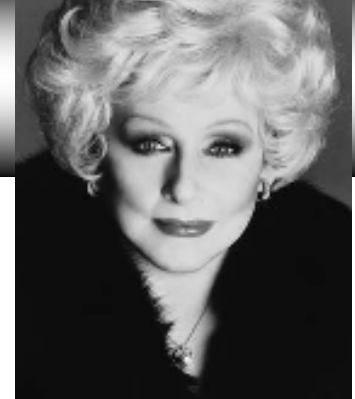
- Why I stay with Mary Kay: _____



- My goals for my Mary Kay Business are: _____



Our Incredible Company



- Founded in 1963 by Mary Kay Ash
- One of the largest direct sellers of skin care and color cosmetics in the world



- Over 2 Million Independent Sales Force members in 35 global markets worldwide
- Over \$2.5 Billion in wholesale sales
- No animal testing



- Mary Kay develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China
- **Mary Kay Foundation Goals:** eliminate cancers that affect women and end the epidemic of violence against women
- Our mission is to Enrich Women's Lives
- Golden Rule Philosophy & Go-Give Spirit: Treat people the way you want to be treated and the more you help others become successful, the more successful you will become

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Reasons Why Women Join Mary Kay

- **Company Philosophy:** God first, Family second, and Career third.
- **Money:** Unlimited earning potential.
- **Recognition:** Receive words of affirmation and earn Cinderella prizes, like trips and jewelry, for doing a great job.
- **Flexibility:** Work part time or full time based on your priorities and needs.
- **Car:** Earn the use of a company car or take cash compensation! Mary Kay pays the Tax, Title, License, and 80% of the insurance.
- **Self-Esteem and Personal Growth:** Having a positive support system that encourages success.
- **No Territories:** Sell and team build anywhere in the US, Guam, Puerto Rico and US Virgin Islands.
- **No Quotas:** You decide how much you want to sell each month.
- **Product Discount:** Purchase your products at a 50% discount.
- **Friendship & Fun:** Building relationships for a lifetime.
- **Be your own Boss:** Be in control of your schedule.
- **Tax Deductions:** Writing off Mileage, home office space, utilities, supplies, meals, gas, and lodging are just a few of the advantages of owning your own business.
- **Advancement:** Everyone begins at the same level. Promote yourself based on performance.



Avenues of Income with Mary Kay

Product Sales:

- Online
- On the Go
- On the Face: Facial (1-2) and Parties (3 or more)
- Product Reorders: Mary Kay is a consumable product
- Earn 50% on everything you sell
- 100% Client Satisfaction guarantee
- Highest commission paid in direct selling
- You purchase products from the company and then sell them directly to your customers



Team Building:

- Earn 4, 9 or 13% in commission and bonuses on orders placed by your personal team members to the company
- Commissions are paid to you from the company's profits
- "Dual" Marketing Plan – Mary Kay is not a multi-level or pyramid company
- Earn the use of a company career car or cash compensation

Leadership:

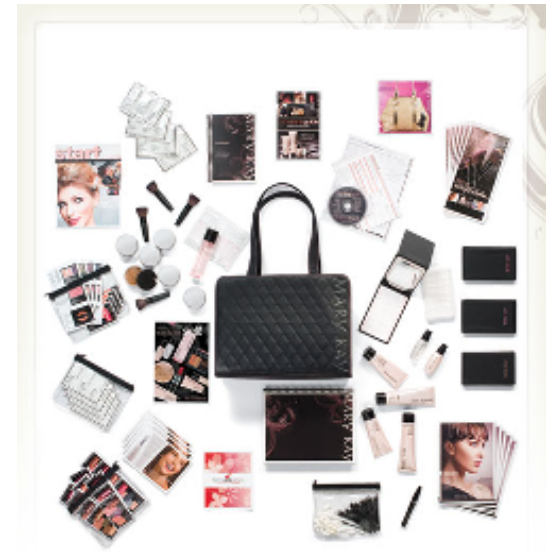
- Become an Independent Sales Director and earn commissions and bonuses based on your monthly unit production
- Earn up to 26% on personal team members
- Earn up to 13% on entire unit
- Earn the use of a company career car or cash compensation
- Earn luxury trips



To Get Started

- Fill out an agreement.
- Order your starter kit... \$100 + tax and shipping.
- Starter kit includes over \$300.00 in product, plus \$200 worth of essential business tools; like samples, catalogs and step by step education to build your business.
- Make an inventory decision. Having inventory on hand increases sales in addition to saving you time and money. The amount is up to you. If for some unforeseen reason you decide within a year that a Mary Kay business is not for you, Mary Kay offers a 90% buy-back guarantee on the retail products you purchased. The company will reimburse you 90% of what you paid for cosmetic products* to protect the integrity of the company's reputation and to retain you as a happy customer.

* Unused Section 1 products purchased within one year of return date.



**You can begin your business within your comfort zone
and step out as you grow in knowledge and confidence.**

Do You Have Any Questions for Me?



Now... Let's Make a Decision

- Out of everything I shared with you today, what interests you the most about a Mary Kay business?
- Is there anything that would hold you back from starting your own Mary Kay business?
- What would be your reason for starting your own Mary Kay business?
- On a scale of 1-10, 10 representing that you are ready to open your own Mary Kay business, 1 representing this opportunity is not for you, and 5 representing that you just aren't sure, which number best represents you right now?
- What would you need to know in order to get to a 10?

Create your own success story.



If... YES

CONGRATULATIONS!!! I'm so excited for you and your new Mary Kay business!!! Let's process your Independent Beauty Consultant Agreement as soon as possible. When it's complete, Mary Kay will email your beauty consultant number and provide a link to Mary Kay InTouch. Mary Kay InTouch will guide you through your first steps as you begin your Mary Kay Business. Additionally, it will provide a wealth of training and information to you as a new beauty consultant.

Step by Step

- Process the Agreement by ordering the starter kit for \$100 + tax and shipping.
- Call your director and introduce your new team member!
- Schedule the new consultant for his/her training and first meeting.



If... NO

"Pillow Test"

I would love for you to take what's called the "pillow test". After going about your day and your head hits the pillow tonight, the pillow test may happen to you. If you see Pink Cadillacs instead of sheep, dream about Pink Cadillacs or wake up thinking who your first customers could be, you owe it to yourself to follow your heart and give this opportunity a chance!!

I would like to call you tomorrow to see if you're still thinking about it?

- Is this a NO for now... or a NO forever? If it is a NO for now, may I check back with you in the future?
- Can you refer to me someone you believe would love to know more about the Mary Kay Opportunity and all it has to offer?



**Thank you so much for giving me
your time and letting me share the
Mary Kay opportunity with you!**



MARY KAY®