



Welcome to the World of Mary Kay

New Consultant Packet

Sales Director: Paula Zoglman Braun

Dear New Consultant,

Welcome to Mary Kay Cosmetics and to one of the fastest growing units in this area! You have joined an incredible company with a rich past and an unlimited future. You have just decided to represent the #1 Best Selling Brand of Facial Skin Care and Color Cosmetics in the US since 1994!! Mary Kay Inc. has been included in all three editions of the *100 Best Companies to Work For in America*, which is published by *Forbes* magazine. You will also find that Mary Kay Inc. holds the honor of being listed as one of the "10 Best Companies for Women to Work For!"

Women choose a career with Mary Kay for several reasons. Whether you are looking for a little extra income, you are a working mom looking to be home again, you are a stay-at-home mom looking to get out of the house, you are a college student looking for flexibility and cash, or a business-woman looking for an unlimited career opportunity with values, you are in complete control of your new opportunity.

As your sales director, I am your business coach and biggest fan. My job is to guide, teach and inspire you. However, you are the biggest ingredient to your success. The amount of work and effort you put into your business will determine your advancement in Mary Kay.

As a new consultant, I encourage you to treat this business as if you were going to college. Be patient with yourself. You will not learn everything overnight. Commit yourself to a certain number of hours per week to go to "Mary Kay School," including weekly unit meetings and your own appointments. You'll also want to commit yourself to at least one full year of consistent effort in your business and allow it and you to grow.

Great training and education are important. To begin, please listen to the enclosed Business Options CD. I would also ask you to start calling my HOTLINE on a daily basis at 920.882.2003. (I change this motivational/training message between 2-4 p.m. Monday through Friday, and 6 p.m. on Sundays). You may call it 24 hours a day since it doesn't ring in my home. Be sure to leave your name and any message that you want me to hear after the beep! These few things will get you off to a super start. When you receive your Starter Kit, it will contain a Consultant's Guide which includes business basics, a Skin Care Class DVD, and a product guide that will help you build your Mary Kay business. They are comprehensive and simple to follow.

Attending your local unit meeting consistently each week is important for your business. You will also want to view 1-2 skin care classes of either your recruiter, sales director or another consultant with great sales.

Look at your Starter Kit. It has vacations, college educations, lifetime friendships and much, much more hidden inside. Five years from now, what do you want for yourself...for your family? If you try to do all that we teach you, you can achieve all of your dreams and more! It's all in the Starter Kit! The key? That is in YOU!

I am blessed to have you as part of our team. Let's make it our mission to make other women feel great about themselves by sharing our fabulous product and also help women have choices in their lives by sharing our amazing opportunity.

Believing in you ~

Paula

Information to know...

Director:

Paula Zoglman
10074 Balcom Lake Rd
Gillett WI 54124

Business Phone:

920.427.1364

Hot Line Number:

920.882.2003

Website:

www.nsdlsamadson.com
www.unitnet.com/azanto
www.mkpaula.com

E-Mail:

pzoglman@marykay.com

Unit Number:

GX64



As a new Beauty Consultant you can receive a **"NEW LOOK" FREE** from Mary Kay. A complete Color 101 Set customized specifically for you by Mary Kay International Makeup Artists can be yours, but you must act QUICKLY!

The value of your **FREE PRODUCT** is \$115.50!

You must place a minimum **QUALIFIED** order within **YOUR FIRST 15 DAYS AS A NEW CONSULTANT!**

To receive your **FREE** Color 101 Set, simply go to www.marykayintouch.com and register as a consultant using your new consultant number. You will be asked a few questions about hair color, skin tone, and facial features. You will then be shown what colors will look best on you and receive application tips! When we place your first order of \$600 wholesale or more within your first 15 days you will receive your entire look **FREE!** This is in addition to ALL the other **FREE** product that you will receive as a New Consultant on your initial order!! Make sure to listen to the Business Options CD in this packet, read through the Business Options brochure and discuss with Paula all the details. Remember, you only have 15 days...so don't procrastinate! I can't wait to see you in your new look!

Agreement Submitted On:

You have until _____ to place your first order to receive your **FREE COLOR 101 SET!**

**Call Paula today -
920.427.1364**

CHECKLIST #1

☐ Go to www.marykayintouch.com and join the Mary Kay In Touch Community website. **Complete your Color 101 Survey** so a personalized look can be created *just for you!*

☐ Make a list of EVERY woman you know. Use the **Contact List** on this page. This will be used for your Power Start.

☐ **Attend New Consultant Training** with Paula (or adopted director if you are not local to Paula). The next New Consultant Training Dates: _____

☐ Call Paula's **Hot Line** on a **daily basis** - (920) 882-2003. It's changed Sunday through Friday. Be sure to say at least your name after the beep and tell Paula what number day you are on! Let her know what is going on in your business and what you are excited about!

- You will **receive a prize** for calling every day for the first 30 days of your business! Don't forget let Paula know on the Hotline which day you are on ...1 ...5...25 ...30 ...etc.

☐ Start attending your local **Mary Kay meeting** on a weekly basis and **take guests with you**. Take advantage of any training offered. If you aren't local to Paula, she will find an Adopted Director and local meeting for you to attend.

- Earn your Platinum Business Card Holder by attending your Local Unit Meeting for 5 consecutive weeks and bring a total of 5 guests.

☐ Sign up for your **Website** for only \$25 for your first year at www.marykayintouch.com.

☐ Sign up for your **FREE Mary Kay email address** at www.marykayintouch.com. This email address a forwarding service and will forward all emails to your current email address. You will want to put this email address on your business cards.

☐ Order **Business Cards/Kits** in the MK Connections Brochure or on-line at www.marykayintouch.com. It includes business cards, stamp pad, product labels, and name badge, etc.

☐ **Open a separate checking account with a debit card attached**. This account will be used solely for your Mary Kay business. When you open this separate checking account open it as a personal checking account and not a business checking account.

☐ Fill out Independent Beauty Consultant Profile and turn into Paula within your first week.

☐ Set up and complete **3 to 6 practice inter-views** with Paula or your DIQ (see Pearls of Sharing Sheet)

- Earn your matching Faux Pearl Earrings, Bracelet and Necklace.

☐ Read the **Business Options Brochure** & listen to the **Business Options CD**. Please **call Paula within 1-2 days to discuss**.



CONTACT LIST

NAME	ADDRESS	PHONE	E-MAIL
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Important Prize Vouchers — Turn in or send to Paula right away!!!

✂

I ordered my initial inventory within **1-4 days** of listening to my Inventory CD and/or talking to my director about my inventory options.

- ☐ I earned my Black Money Bag!!
- ☐ I also earned my Jeweled Calculator for ordering at least \$2400 wholesale!!
- ☐ I also earned Lisa Madson's training CD's "Keep It Simple" for ordering at least \$3000 wholesale!!

My Name: _____

My Director's Name: _____

Today's Date: _____

I'm ordering _____ wholesale as my initial inventory.

Turn this voucher into Paula Zoglman right away!

✂

I attended my first 5 consecutive Unit meetings and brought a total of 5 guests with me.

My guests were _____, _____, _____, _____, _____

- ☐ I earned my Black Business Card Holder! (Another great prize may be substituted if these are out of stock.)

My Name: _____

My Director's Name: _____

Today's Date: _____

Turn this voucher into Paula Braun right away!

The following is a dialogue to invite guests to the Success Meeting:

"Hi Susie, this is _____ calling, do you have a minute? Great! The reason why I'm calling is because I'm a brand new consultant with Mary Kay Cosmetics and I'm responsible for having two models at our Monday night Success Meeting to try one of our four new Looks. Are you familiar with Mary Kay? (find out if she has a consultant) We don't use mannequins and I think you would be a great face model. Just for helping me out, I'd be able to give you a free lipstick or lip gloss of your choice so is there any reason why you can't join me on Monday? If she says no, then I say, no problem I have _____ and _____ events coming up where I'll need models. Tell me, what would work better for you, next week _____ or next week _____?"

✂

Pearls of Sharing Voucher

I did 3 practice interviews with Paula Braun (or my DIQ) within my first month and earned:

- ☐ my faux pearl earrings

I did 3 additional interviews with Paula Braun (or my DIQ) within my first month (total of 6 minimum) and earned:

- ☐ my matching faux pearl bracelet

I added one new Qualified Team Member from those 6 interviews within my first month and earned:

- ☐ my matching faux pear necklace

My Name: _____

My Director's Name: _____

Today's Date: _____

Turn this voucher into Paula Braun right away!

Mary Kay Business Attire



You are the President and CEO of your company! You only have one chance to make a great first impression!

You will want to dress for your position, and as a Mary Kay Beauty Consultant or Director, you will see that we always wear professional business attire which includes a business suit, skirt and jacket or

professional dress. You will notice that we **don't wear pants** at any Mary Kay functions, meetings, training, workshops, skin care classes or interviews.

By dressing for success, you'll feel more confident! You may want to choose accessories such as classic black or nude hosiery and closed toe black pumps for a

polished look. Don't be afraid to wear the same suit for all of your appointments. You'll notice that all Directors and Top Consultants wear their "Mary Kay uniform" every week. Find one outfit that makes you feel like a million bucks and wear it to all of your Mary Kay events!

Why We Don't Break the Basic Skin Care Set



Occasionally you may encounter customers who would prefer to buy only a cleanser or foundation from you. Our Mary Kay Skin Care System is designed and scientifically formulated to give your customer the BEST results when she uses the whole system together.

We have three types of skin care sets:

- 1) The TimeWise, which includes the 3-in-1 Cleanser, the Age-Fighting Moisturizer and Foundation.
- 2) The Velocity Skin Care which includes a Velocity Cleanser, Velocity Moisturizer and Foundation (use good judgment with the foundation - if she's a young teenage girl, she may not need/want foundation.)
- 3) The Classic Basic Skin Care, which includes the cleanser, mask, freshener, moisturizer and foundation.

If one of your customers asks if she can purchase only part of the skin care system, perhaps the simplest and best answer is from Mary Kay herself. Early in her career, Mary Kay discovered that when she broke the basic skin care set for a new customer, she was setting the wheels in motion for an unhappy customer because using just part of the set didn't produce the expected results. The only exception to this would be a young teenager with the Velocity Line.

We have such confidence in the quality of our skin care systems that we offer a complete 100% satisfaction guarantee.

The goodwill of each customer who comes into contact with the Mary Kay organization is very important to us. We believe it's more important to sell our products the right way

than simply make a sale. Hopefully, when you explain our position and your concern to your customers, they will understand that the Consultant who refuses to break the basic for a new customer really has that customer's best interest and satisfaction as her goal.

Please note, once a customer is using our skin care system, she may re-order individual skin care products as they will invariably run out at different times.

The Mary Kay Professional Image

As the new CEO of your business, you always want to project a professional image that will attract new clients to you. As a Professional Beauty Consultant, you will find that a polished, sharp image is the best way to market your new business. Remember: ***"Dress like the job you want to have."*** If you want to become a director, look like a director, even when you are a consultant.



Image

- Always dress for success. Mary Kay asks us to always wear a skirt or dress when conducting business. This is the only thing that she asks of us, so please respect her request. Make sure your hem line falls right at the knee line.
- Wear nylons (keep an extra pair in your car) and closed toe heels (preferably black).
- Wear your hair and nails in a professional, sharp style. If you haven't gotten a compliment on your hair in the last two weeks, consider changing it. Wear Mary Kay nail colors and get sales as you get pampered!
- Wear glamour. Your lip color and powder should always be fresh. A lot of us didn't wear make-up when we first came into Mary Kay - so don't worry. We will help you get your look, hooked!
- Wear your Mary Kay pin everywhere you go. It is free advertising. Wear your pin and your Ladder of Success to every meeting.
- Always project an appropriate and enthusiastic attitude. To our customers, we are Mary Kay! Always smile and give sincere compliments. Be honest and conduct your business with integrity.

Business Etiquette

- Your answering machine should be professional. Call your machine and listen to it. Does it sound professional? Is your voice clear and understandable? Make sure you return all messages promptly.
- Teach other household members how to answer the phone and take messages that concern your business. If the children in the

house are not old enough yet to take a message properly, tell them to let the machine answer the phone.

- Set business hours for your business and respect the working hours of other consultants. Just because you run a home-based business, does not mean that you are open 24 hours a day. Consultants should not call other sister consultants during peak calling times and/or family time (usually 7-9 p.m.).
- Mary Kay says, "No Borrowing" of products between consultants. Each consultant owns and operates her own individual business. Borrowing products hurts both businesses and can get very confusing. Trading is discouraged, so isn't it better to keep your inventory well stocked so that you are able to service your clients immediately?

Meeting Etiquette

- Attend all meetings and events. The meetings are there for you and your success. Your Director and unit count on you to be there and it builds team spirit. Remember: If you had a good week, the meeting needs you. If you had a bad week, you need the meeting.
- Wear your uniform. If you are a Red Jacket, wear the company-crested jacket, black skirt, black (sheer) hose, black (closed toe) shoes, and black or white blouse depending on your position. If you are a Senior Consultant (1 - 2 team members), wear a black, skirted suit with white blouse, black (sheer) hose, and black shoes. Consultants can wear a business suit or dress, or the company beauty coat with a black skirt.

- Come on-time and ready to take notes. If you have a guest for the skin care class, be there early. Arrive by 5:45 p.m. so that we can start right at 6:00 p.m. Make sure you bring all of the necessary skin care class supplies to service your guests - trays, profiles, Starter Kit, washcloths, applicators, hostess & recruiting packets, etc.
- Introduce your new business associates and guests with positive enthusiasm. Remember to focus on them and what makes them special. Also, during the meeting, do not engage in side chatter. It distracts them from hearing the information presented by the Director.
- Turn in your filled out Weekly Accomplishment Sheet every week. Keep a record for yourself, turn in one at the meeting, and send one to your Director if you are an adoptee.
- Pay your weekly meet fee. We are so fortunate to have such a professional place to meet and your dues help to pay for guest drawings, handouts, etc. It's another tax deduction.
- Recognition time - Keep it positive and keep it short. Put all of your enthusiasm into sharing your success with the unit and guests. Encourage and greet new people and guests. Enthusiasm is contagious and who knows who will catch it. It might be your guests!
- Talk about recruiting in a tactful way. Remember that there are guests listening and observing very closely.
- Leave children at home. They are wonderful, but remember, skin care classes and unit meetings are not the place for them. We are creating a professional environment. Set up childcare expenses and write off at tax time.

Independent Beauty Consultant Profile and Goal Sheet

I want to get to know you better and find out your Mary Kay goals. Please complete this profile sheet and return it to Paula within 7 days. Thanks!

Name _____

Recruiter _____

Home Phone _____

Cell Phone _____

Work Phone _____

Can you be called at work? Yes No (circle)

Address _____

City _____ State _____ Zip _____

Birthday _____

E-Mail Address _____

Husband's Name _____

Children's Names _____

Occupation (if you work another job) _____

I'd like to earn \$_____ a week.

I am willing to put _____ hours into my Mary Kay business each week.

☐ YES! I am interested in earning the use of a career car!

☐ YES! I am interested in becoming an Independent Sales Director!

My wildest Mary Kay vision is: _____

Some of my immediate goals and desires are: _____

What do you expect from me, as your Independent Sales Director, that will help you the most? _____

What would you like to purchase for yourself with your first three months of earnings? _____

Please share with me a little bit about yourself, your past work experience, your family. _____

Are you willing to attend your weekly meetings, call Paula's hotline for motivation, knowledge, experience, recognition and to keep up on what's happening in our company and unit?

Yes No _____

What Mary Kay products are you currently using right now? _____

Independent Beauty Consultant Profile continued...

Do you like to read? If so, what types of books do you like to read? _____

What motivates you? _____

How would you describe your personality? (Please check ONE box that MOST describes you):

- ☐ I am accomplishment motivated. I like to take control of things and get them done quickly. Success is important to me.
- ☐ I am motivated by recognition. I like prizes, fun parties and being with people. I like to talk and make others feel good!
- ☐ I am family motivated. I feel I should always put my family (children and husband) ahead of me. I'm loyal and I'm very careful about making decisions.
- ☐ I am detailed oriented and spend a lot of time thinking about things. I search out all possibilities before I make decisions. Accuracy is extremely important to me.

If I was to offer you a prize, which TWO categories would you choose from most often?

- ☐ Jewelry and fashion items
- ☐ Motivational things like tapes/CD/books
- ☐ Items that would help me teambuild or grow my business (Lisa Madson videos/CDs/DVDs)
- ☐ Personal pampering activities (manicure, spa, massage, etc)
- ☐ Cash
- ☐ Recognition
- ☐ Time with your director and/or other top directors so I can learn and have fun.
- ☐ Other _____

Thanks for your input. I look forward to getting to know you better and helping your reach your goals - whether they are big or small.

Please send or give this sheet back to Paula within 7 days.

Paula Braun
10074 Balcom Lake Rd
Gillett WI 54124

PEARLS OF SHARING!!

**Learn how to share the facts of Mary Kay!!
Set up “practice interviews” to build your skills and
your income in addition to earning some fabulous
jewelry!!**

HOW DO YOU EARN YOUR PEARLS OF SHARING?

- **Do 3 practice interviews with Paula within your first month and earn your faux **pearl earrings**.**



- **Do 3 more practice interviews (for a total of 6) with Paula within your first month and earn your faux **pearl bracelet**.**



- **Get a new qualified recruit from those 6 interviews within your first month and earn your faux **pearl necklace**.**



Simple Tips for your Pearls of Sharing Interviews

As a new consultant you will want to focus on your Pearls of Sharing training. You will need to provide Paula or your Director in Qualification (DIQ) with the names of 6 sharp women to help you with your training. Paula or your DIQ will be conducting practice interviews with these women. This will either be done over the phone or in person. This is a great learning session for you. It is your responsibility to take notes so you will eventually feel comfortable sharing the MK Marketing on your own.

Basic Guidelines for the Appointment:

1. Your director will be conducting the appointment.
2. She will cue you when it is appropriate for you to respond.
3. Please plan to take notes so you will be able to review them afterward.

Include the
Business Options Brochure
Business Options CD
Monthly Promo Flyer
New Consultant Sign On Bonus

Star Consultant Brochure