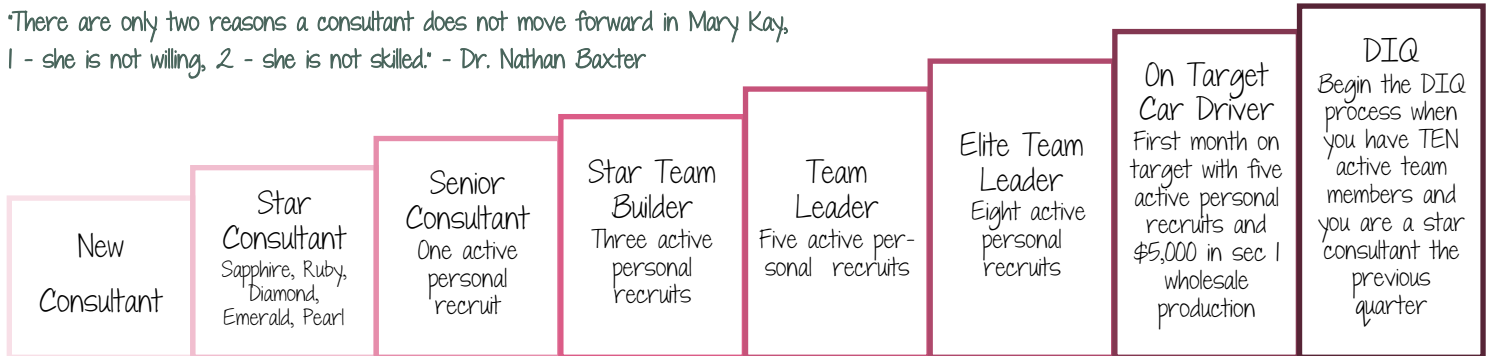


LIVE A Legacy

FAITH • FUN • FRIENDSHIP • FINANCIAL FREEDOM
#THETFORDAREAXCELLENCE

"There are only two reasons a consultant does not move forward in Mary Kay,
1 - she is not willing, 2 - she is not skilled." - Dr. Nathan Baxter



New Consultants:

- How to book facials and parties
- How to coach a hostess
- How to conduct a skin care class
- How to make our money
- 50% commissions
- All the avenues a consultant gets paid
- How to invite guests to meetings
- Basic money management
- Open a separate bank account for your business
- How to do a Perfect/Power Start
- How to conduct a business debut with your recruiter
- What the Mary Kay image means
- Why we wear dresses and skirts to our events
- The Golden Rule
- Go Give Attitude
- When and where unit meetings are held
- Why unit meetings are important to the success of the business
- Why we work with a weekly plan

A new consultant needs to be able to:

- Read and work with a flip chart
- Explain the difference between our Look Book and Beauty Book
- Coach a hostess
- Pack for a party
- Follow up after a party
- Write thank you notes
- Follow up on booked facials
- Use InTouch
- Place an order online
- Understand the PCP program
- Start registering your customers in the program

Resources for a New Consultant:

- *New Consultant Packet*
- *Mary Kay University*
- *Ready Set Sell Great Start Program*
- *MK Connections*
- *Sales Meetings*
- *InTouch Website - Skin Care/Color Certification*

SKILLS LINE

This business is a journey... it's about progressing. To be successful in Mary Kay we have to pick up the reigns of responsibility that come with having your own business. Doing well in our business is a conscious decision. You have to decide to be good at it and take decisive action towards specific goals. When we fine tune our skills... we move up the career path.

A Star Consultant Needs to Know:

- The value of deadlines
- How to choose prize choices - how to set a specific prize goal using the star brochure
- How to track their progress throughout the quarter
- How to use Ecards, PCP and Party Planner effectively
- How to manage our Section 2 products
- The value of our MK Community, Unit and Area
- How to benchmark sales goals
- The perks of being a STAR- recognition, website, marketing, referrals
- Learn more about money management - building profit level inventory
- InTouch
- How to network, gather leads, get referrals
- The skin care class outline and scripts
- How to work full circle
- Seasonal selling ideas - baskets on the go
- Product knowledge
- How to be the most effective on the telephone
- The value of good customer service
- How to build a customer base of preferred customers

A Star Team Member Needs to Know:

- The extreme value of consistent, strong personal business
- How to understand her role as a leader
- How to set up interviews
- How to effectively qualify her prospects for Team Building
- How to conduct a Marketing Plan Demonstration
- Her recruiter responsibilities
- How to deal with conflicts and staying positive
- How to continue building a healthy prospect list
- The value of being a woman of her word
- She is a leader in others' eyes at Mary Kay events
- Mary Kay image
- The value of wearing your Red Jacket
- How to be teachable and open to coaching
- Time management - Using a weekly plan to track personal business
- Communication skills
- Talking to prospects, customers, team members
- The value of being a Star Consultant and setting goals
 - short, medium, and long term
- Understanding the DISC program
- How to track team production
- How to manage money
- How to manage her attitude
- Understand owning your own business
- Knowing the value in delegation - housekeeping, childcare, office help
- Know the value of handwritten notes

A Senior Consultant Needs to Know:

- How to hold a Full Circle Class & CLOSE the class effectively
- How to build a prospect list
- How to be accountable to your Recruiter and Director
- importance of being a woman of your word in your business
- PCP and website
- How to grow a customer base - fine tuning your customer service skills
- How to be teachable and coachable as an Independent Contractor
- The extreme value of attending Success Meetings and other Mary Kay events consistently
- How to have effective hostess and recruiting packets
- How to master the '6 Most Important Things to Do' list
- How to maximize the use of a housekeeper and/or childcare
 - keeping things they value in place
- The value of dressing for success - fashion industry savvy
- The value of attitude management
- The learned skill of handling disappointment

A Team Leader Needs to Know:

- How to motivate yourself
- Knowledge of the Career Path
- Be aware of Company, Unit and Area Promotions
- How to effectively work full circle
- How to conduct a powerful debut
- How to lead a team of women
- How to handle disappointment
- How to truly lead by example - holding parties, wearing company attire to events

A Future Director / Car Driver / DIQ Needs to Know:

- Understands our compensation plan - benefits, deadlines, & requirements
- Is competent at full circle work
- Can Effectively Present :
 - The Skin Care Class
 - The Marketing Plan
 - Inventory
 - Car Qualifications
 - DIQ Qualifications
- Plugs into Role Models
- Is willing to do the IPA work necessary
- Is actively working on leadership skills
- Is a 4 Quarter Star Achiever
- Is savvy on product knowledge
- Understands deadlines
- Supports Director and NSD
- Has a "To Serve" rather than a "Be Served" attitude