



## The power of a strong beauty consultant

Welcome to New Consultant Basic Training. Within these pages are the beginning basics of your new Mary Kay business—the “Basics” of Image, Attitude, Booking, Selling, Recruiting, and Money management. The “Basics” of ideas, Scripts, Packing for a Skin Care Class, etc. It is NOT all Encompassing. It is NOT “everything you will ever need to know about Mary Kay” It is NOT the END of your Mary Kay education... It is merely THE BEGINNING—an Introduction to your business.

However, with just “The Basics” of the business, you can BEGIN in full force to Book, Coach, Sell, and Recruit and truly RUN full out with your business. You do not have to wait until you have “graduated” from Mary Kay University” to be the top in your class. The key is TO BEGIN...

Your Mary Kay Education will be a continual process and will take place weekly at your Success Meeting. If you choose to “ditch” school, you will lose valuable time in building your business. In addition, you will absolutely learn THE MOST from working this business day by day. Additional education, ideas and training is available on the Mary Kay Intouch website as well as our Unit Website, email and the *Applause* Magazine you will receive monthly as long as you are an active consultant.

So, with all that in mind... LET'S GET STARTED!

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# The power of a strong beauty consultant

## Your First Steps in Creating a Great Business

Name: \_\_\_\_\_



**Login** to Mary Kay's consultant website at [www.marykayintouch.com](http://www.marykayintouch.com)

Use your Consultant # to login and set up your information. (You will need to enter your Social Security number.) Once logged in, do the following:

- Set up your **Free Mary Kay email address**.
- Select your **Custom Glamour Look**. It's a \$101 Value you can earn free!!

When you are in the Main Intouch website you can start working on your "First Steps" Listed below. They will be shown in a Pink Box in the Center of the screen.



Sign up for the **Half Price Mary Kay Personal Website**. For \$25 you get your own Mary Kay Personal Website with e-commerce built in!! Logon to [www.marykayintouch.com](http://www.marykayintouch.com) to enroll!



Make a **Inventory** Decision within 15 days after having a **Consultation with your Director** and reviewing the **Ready, Set, Sell brochure**. Make sure to key in on all the Incredible bonuses & prizes available to New Consultants!!



Send **15 Potential Customers** a copy of the **Beauty Book FREE!**



Order Your Mary Kay Business Kit and Get a **FREE Mary Kay Name Tag**.



**Email Your Director** so she has you in her email distribution & send her a Digital Picture of yourself!!



Visit Your Unit Website, if your Director has one, and **Sign the Guest Book!**



Make Note of your **New Consultant Training Schedule!** Mark your calendar for the next 4 Monday Nights to come to Training.



Take the **Satin Hands Challenge** with the Sampler in your New Starter Kit. Bring your sales to the next meeting.





# The power of a strong beauty consultant training schedule

## Class 1 \_\_\_\_\_

- ◆ The Mary Kay Image
- ◆ The Go-Give Philosophy
- ◆ Attitude Determines your Altitude
- ◆ Power Start Plus
- ◆ Weekly Accomplishment Sheets
- ◆ Weekly Plan Sheets

## Class 3 \_\_\_\_\_

- ◆ Opening the Skin Care Class
- ◆ 4 Point Recruiting Plan
- ◆ Recruiting Games
- ◆ “Practice Interviews/Inviting guests to meeting from Skin Care Class
- ◆ Closing the Skin Care Class
- ◆ Individual Close

## Plus

- ◆ In order to complete the “Power of a Strong Beauty Consultant” training you will need to observe at least 2 Skin Care Class trainings either on a Monday or Wednesday night and/or at a Brush Clinic on Saturday. You will need to have your own guest present at each of the 2 classes you observe (Your business debut can count if a skin care class is done.)

## Class 2 \_\_\_\_\_

- ◆ Booking your Skin Care Class
- ◆ Coaching your Hostess
- ◆ Hostess Packets/Recruiting Packets
- ◆ Hostess Programs
- ◆ Pre-profiling the guests
- ◆ Packing for a Skin Care Class

## Class 4 \_\_\_\_\_

- ◆ Money Management and the 60/40 Plan
- ◆ Basic Record Keeping/Paperwork
- ◆ Basics for the In-home office



# The power of a strong beauty consultant

## weekly assignments

Please read Chapters prior to class for a more informative and produc-

### Class 1

- ◆ Read Ch. 1 in *Business Basics* and start reading *Product Guide*.
- ◆ Make a list of 25-50 women with skin
- ◆ Wear your MK Pin everywhere (with your MK face on!)
- ◆ Fill out your first Weekly Plan Sheet and Weekly Accomplishment sheet. Turn into your director.
- ◆ Listen to at least one MK or positive CD/ tape for 5 days this week

### Class 3

- ◆ Read Ch.4-5 in *Business Basics* and finish reading *Product Guide*
- ◆ Practice your class presentation in the mirror
- ◆ Hold at least one party this week
- ◆ Set up 3 Practice Interviews with your Director
- ◆ Invite 3 people you know to you Success

### Plus

Class #1 \_\_\_\_\_

Class#2 \_\_\_\_\_

Monday night classes are at the South Fork Hotel and Wednesday night classes are at Ginger's House. For both arrive with you guest to register between 6:45 and 7:00om and a director will assist you in getting your guests set up.

### Class 2

- ◆ Read Ch. 2-3 in *Business Basics*, all of *Skin Care Class Guide*, and Continue reading *Product Guide*.
- ◆ Make up 10 Hostess Packets/Recruiting Packets
- ◆ Book 8 classes to be held within the next 2 weeks and hold 5 (Your Perfect Start)
- ◆ Start Pre-profiling your parties
- ◆ Organize and get your cases ready for your next party.

### Class 4

- ◆ Read Ch.6 in *Business Basics*
- ◆ Open an MK Checking/Savings account
- ◆ Make a list of what you'd like to purchase first with your MK profit—Share with your husband or other supportive person
- ◆ Decide when you will be on full profit level for you business—\$3,600—\$4,800 Wholesale on your shelf.
- ◆ Set up your 12 envelope or ledger system (Accounting)
- ◆ Set up your MK office and make your voicemail/answering machine message for your business in your voice.



Name: \_\_\_\_\_

Director: \_\_\_\_\_



When you have completed all 4 of “The Power of a Strong Beauty Consultant” training sessions and observed at least 2 Skin Care Class trainings, with your own guest present, turn in your Weekly Assignments Tracking Sheet to your director and you will receive your Baby Bee Pin!

