

NSD KATHY HELOU'S

30 MINUTE OR LESS "INNERVIEW –vs- INTERVIEW"

Begin with your brief 3-5 minute "I" story and what you love most about Mary Kay.

Ask her: "What do you like about your current job or situation? "If you could change anything...what would it be?"

>>>Here is where you LISTEN CLOSELY to be able to see her areas of dissatisfaction.

POINTS TO COVER

#1-OUR PROFIT

- We buy our products for \$1 and sell for \$2.
- Greatest commission paid in direct selling – and we get same commission on every item in the line...from the least expensive sponge tip to our most expensive item, the Day/Night Solution Set and all items in between. Mary Kay's gift to you is up to 50% profit...you don't have to earn that commission through time and service. From a new Consultant to a National Sales Director...we're all created equal when selling the product (SHOW BEAUTY BOOK). (Showing the beauty book eliminates her fear of a catalog book full of thousands of products and she then wonders "how can I learn it all?")

#2-REORDER INCOME

- We sell a consumable product! You use it up and cannot find it in a retail establishment only through YOU! Average customer will purchase 4 times a year; summer, winter, fall and spring. She spends \$40 to receive her "gift with purchase" through Mary Kay's Preferred Customer Program.
- As old as we get – our customers are aging at exactly the same rate...and the need for what we have to offer never decreases...always increases!

#3-RECESSION PROOF

- Product and business...women will always have a need for the products and for a Consultant.
- Three markets never suffer in a recession or depression: Alcohol * Tobacco * Cosmetics
- Women will always and forever buy moisturizers and lipsticks—even in downtimes because it lifts their self-esteem!

#4-UNIQUENESS IN STYLE OF RUNNING OUR BUSINESS

- Reorder Consultant: Personal Use; gift-giving savings
 - Facials: 1-2 women
 - Classes: 3-6 women
- >>>*We can begin our business within our "comfort zone" and step out as we grow in knowledge and confidence*

#5-NO QUOTAS IN 3 AREAS:

- Meetings – our choice to attend or not
- Appointments we hold – our choice how many; if any!
- Retail sales – our choice

#6-NO TERRITORIES

- We can sell and recruit anywhere in the US; never lose what we start
- Mail/UPS products...Adoptee program (It's a catalog society)

#7-NOT A PYRAMID

- Our products only changes hands twice
WHOLESALE-from Mary Kay to Consultant
RETAIL-from Consultant to Customer
- >>>*By eliminating "middle men" Mary Kay provides our wonderful profit level!*

#8-ONGOING, FREE TRAINING

- From Director...Success Meetings
- Career Essentials Education packet; video and audio tape program offered through the Company. It's affordable (minimum investment for maximum return!)

#9-NO CEILING ON OPPORTUNITY

- Design your own lifestyle; write your own paycheck in a Fortune 500 company!
- Advance at your own pace—recruiting is optional—4-13% Commission
- Mary Kay pays recruiting commissions directly to you on your recruit's 1st and all subsequent orders...not from recruit's 50% profit.
- Recruiting develops esprit de corps and promotes teamwork!

#10 IN BUSINESS FOR YOURSELF BUT NOT BY YOURSELF

- Women supporting women-what a novel idea!
(We don't compete with each other for prizes...no limit on cars earned, diamonds, trips, etc.)
- Golden Rule philosophy
- Positive attitude training
- Time management training
- Achieve life/work balance
- Goal setting

WHY DO IT NOW?

- Personal growth
- Develop new friendships
- Don't have to give up anything to try Mary Kay
- Full plate?...make Mary Kay your dessert!
- You'll never know if you don't try...
- Tax advantages to an in-home business
- Personal use and gift-giving savings all year long
- Ask yourself: "Where will I be 5 years from now?"
(If you always do what you've always done, you'll always be where you are right now!)

WHY WAIT?

You could accumulate leads, acquire customers, begin building your network, learn the business in your spare time at your own pace.

PRESENTING THE AGREEMENT

(Nowhere does it say "Death Contract")

"In front of you is all you need to begin your Mary Kay business – It's an agreement between you and Mary Kay. You agree to buy this showcase and we agree to provide you with the tools and training techniques to achieve anything you desire. Within 7-10 days your showcase will arrive and we'll assemble it together. The case is \$100 + tax and \$8.35 shipping and handling charge (effective Mar 16, 2005) and this Agreement does not bind you to any certain length of time – there's no annual membership fees (like Sam's Wholesale Club). Mary Kay only ask that we place one wholesale order of \$200 or greater to stay in her company – that could even be a personal use/gift giving purchase. To retain "active status", on current mailing lists, etc., you need to place a minimum \$400 suggested retail order, then you can receive a 50% discount on any subsequent orders you place, regardless of size, through the end of two months after your order month. (A seasonal order to simply stay current with fashion trends). If for some unforeseen reason, you decide Mary Kay is not for you...she provides you with a 90% buy-back guarantee to protect the integrity of her company's reputation. She retains you as a happy customer once again, instead of a disgruntled former Consultant with more products than she has use for.

Now, after all that you've heard, what excites you the most?

- On a scale of 1-10 with 10 being the highest...what's your interest level?
- What questions can I answer or what else can I tell you to get you to a 10?
- The only decision you have to make now is the most convenient way to purchase your beauty showcase? Cash, check, Mastercard or Visa.
- Inventory is referred to as "product on hand" and is covered thoroughly at orientation.

DON'T TRAIN WHEN PRESENTING THE MARKETING PLAN!