

Hey there, Gorgeous!

WELCOME TO THE OVERCOMERS UNIT!

I am so thrilled that you made the decision to start your very own Mary Kay business! I am so honored to have such a sharp, beautiful woman join our team. I hope you are as excited as I am for you to begin this new journey in your life. If you stick to it, work hard, and trust HIM, I promise you will find yourself in a new place of life and loving it! Get ready to make the best friends of your life, have fun, earn fun prizes, and most importantly put some money in your pocket!

As your director, I am here to answer any questions you may have, teach you the skills of this business, and help lead you to success. Please feel free to contact me whenever you need my help and advice or if you want to share good news with me! My favorite part of my job is getting to build relationships with each and every one of our incredible unit members! That's you!

Love,

Megan Turner

Independent Sales Director



CALL ME!

513-594-1488

theturnerofficemk@gmail.com



WHAT TO DO WHILE YOU WAIT FOR YOUR

Starter Kit

COMPLETE THIS CHECKLIST:

- ☐ announce your new business to friends/family
- ☐ make a list of 50 people you could facial
- ☐ make your MaryKay InTouch account
- ☐ talk to your director about inventory options
- ☐ observe at least one skin care appointment
- ☐ buy cotton balls, hair bands, & pens for facials
- ☐ buy notebook or binder to stay organized
- ☐ consider opening a separate checking account
- ☐ consider ProPay for taking credit card payments
- ☐ consider purchasing business cards
- ☐ pick a suitable date for you debut party
- ☐ pray for your new business!

Yay!

YOUR STARTER KIT CAME! NOW WHAT?

IT'S HERE

It's the moment you've been waiting for! The UPS man drops off your pretty pink box and inside it is your starter kit! Do you realize that every single consultant starts with that same box? The Mary Kay millionaires began their road to fortune with the same starter kit you have right now! Keep in mind that endless opportunities will come from this one starter kit if you are willing to take advantage of it!

Are you ready?!



IT'S NOW OR NEVER!

The best way to get your business off the ground is to start faciaing right away! Do **NOT** wait for your debut party to begin holding facials and parties! **START TODAY!** Pull out the contact list you made and begin contacting friends immediately. Ask them if they would enjoy a free facial with you. Explain to them that you just started your business and you need to practice! Are you nervous because you don't know **HOW** to facial? Watch the DVD that came in your starter kit. You will never feel fully prepared so just fake it till you make it! You don't need to be perfect. Just be genuine.

HELPFUL HINTS

- ★ go with your recruiter to observe her facials
- ★ watch the DVD in your kit
- ★ come to the success meetings every week if possible!
- ★ set a goal to facial 30 people every 30 days. Tell people about this goal and ask them if they will help you reach it. Chances are, they will! This is the fastest way to grow your business.
- ★ take a catalog with you everywhere you go. You never know when you could make an on-the-go sale!
- ★ be sure to use the products yourself! You can't sell something you don't know and love!

TAKE YOUR first challenge.

Power Start

Offer facials to 30 customers individually or in a skin care party setting* during a one-month period. You can receive a platinum-toned pin with crystals from your Independent Sales Director.**

Power Start Plus

Facial 30 customers individually or in a skin care party* setting *and* share the Mary Kay business opportunity with at least six people during your first month as an Independent Beauty Consultant. You can receive a gold- and platinum-toned pin from your Independent Sales Director.**

Power Start Plus Tracking Sheet

Customer/Prospective Team Member	Phone Number	Date of Facial	Follow-Up Date	Date Given Team-Building Materials	Date of Team-Building Appointment	Next Steps
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						
26.						
27.						
28.						
29.						
30.						

Please note: The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this document in connection with their Mary Kay businesses. This item should not be altered from its original form.

*Showing a customer how to use Mary Kay® skin care products is called "offering a facial." You can facial customers individually or in a party setting. A party is defined as any selling situation which has a hostess, at least two guests in attendance and results in at least \$200 in suggested retail sales.

**Participating Independent Sales Directors only

TELL ME HOW TO EARN *Prizes*

BE A STAR CONSULTANT

Being a STAR is the best way to earn fabulous prizes. The company showers its STAR consultants with incredible gifts such as designer bags, watches, sunglasses, cookware, jewelry, gift cards, and much more! The best part about it is that it's easy to become a STAR consultant! You need at least \$1800 in wholesale orders in one quarter (3 months). You can be a STAR just by deciding to invest in an \$1800 inventory package! Easy! If that's not an option for you, you can work your way up to it! Being a STAR is an immense honor and it is a vital part of having a successful business. You will earn a prize just for doing your job!

BE THE QUEEN OF SALES

You have a chance to win a special prize every single week! By being a diligent seller, you will have the opportunity to be the Queen of Sales at our weekly success meeting! Whoever sells the most in retail sales that week will win an exclusive stackable **BANGLE** jewelry to add to their collection! It is important to come to the meeting each week because you never know when you could be the highest seller! Again, you are being rewarded and recognized just for doing your job!

BUILD YOUR OWN TEAM

The company rewards those who recruit new consultants to their team! By team building you will earn commission checks, higher company status, exclusive gifts from the company, and even a FREE CAR! it is always a good idea to add team members. In the Overcomer's unit, each month when you bring in a team member, you get invited to "Breakfast Club." The girl with the most team members, gets her breakfast for **FREE!**

MARY KAY INC PROMOTIONS

Several times a year, the company will release special prize promotions. I'll be sure to keep you in the loop about them!

Career Path

CLIMB THE LADDER OF SUCCESS

1. BEAUTY CONSULTANT (YOU ARE HERE)

- ★ 0 team members
- 50% discount on products
- Receives monthly Applause Magazine
- Eligible for Quarterly and Yearly prizes



2. SENIOR CONSULTANT

- ★ 1-2 active team members
- Benefits of being a Beauty Consultant
- Eligible for 4% commission



3. STAR TEAM BUILDER

- ★ 3-4 active team members
- Benefits of being a Beauty Consultant
- Eligible for 4% commission
- \$50 team building bonus
- Eligible to wear prestigious RED JACKET!



4. TEAM BUILDER

- ★ 5-7 active team members
- Benefits of being a Beauty Consultant
- Eligible for 9-13% commission
- \$50 team building bonus
- Eligible to go on-target for the Chevy Cruze



5. FUTURE DIRECTOR/DI.Q.

- ★ 8+ active team members
- Benefits of being a Beauty Consultant
- Eligible for 9-13% commission
- \$50 team building bonus
- Eligible to begin Sales Director Qualification



FUTURE
Director

Debut Party

IT'S ALL ABOUT YOU!

HERE ARE SOME TIPS FOR HAVING A GREAT BUSINESS DEBUT!

- Set a date for your Debut with your Director or recruiter
- Place your Inventory Order so that it will arrive prior to your Debut. Your guests will buy more if they can take it home that day!
- Make a list of friends, family, co-workers, neighbors, church friends, etc.
- Invite guests by sending invitations!
- Mail your invitations one week prior to your Debut
- 2-3 days prior to your Debut, call EVERYONE you invited (if you don't call, they won't come!)
- Plan to serve simple refreshments - cookies or cake & pink lemonade is great!
- We'll need a table with a plain tablecloth for a nice display (white or pink).
- Prepare your Calendar for bookings! (With a highlighter, mark each date & time you are available for the 30 days following your Debut.)
- You'll need your Starter Kit, sales tickets, calculator, pens, Satin Hands sampler set, and Look Books.
- Your Director &/or Recruiter will help you with your Event- *all you need to do is be excited and invite LOTS of people!*



IMPORTANT NOTES

- Do NOT wait for your Debut to start working your business! It is imperative that you are working, learning, and faciaing as soon as you can. The Debut party is simply a fun way to introduce your business to friends and learn how a seasoned consultant holds a party.
- Your Director/recruiter is so excited to help you hold your party! However, please remember that it is not your Director's fault if she does not sell as much as you hoped. Trust that she will do the best she can with the guests that attend. She wants to help you succeed! Please be understanding.

Goals

"GIVE YOURSELF SOMETHING TO WORK TOWARDS - CONSTANTLY"
- MARY KAY ASH -

MY SHORT TERM GOALS

MY LONG TERM GOALS

MY WILDEST DREAM

NEED SOME INSPIRATION?

TAKE A LOOK AT SOME GREAT GOALS THAT
YOU COULD WORK TOWARD!!

SAMPLE SHORT TERM GOALS

- sell a miracle set
- facial 30 people in 30 days
- add one team member
- become a star consultant
- be the queen of sales at the meeting
- sell \$500+ in one week
- become a Red Jacket within my first quarter in the company
- earn my first love check

SAMPLE LONG TERM GOALS

- go on target for my car in 6 months
- be a pearl star
- go to Seminar/Career Conference
- be able to pay off school loans
- buy a _____ with MK earnings
- become a Team Leader
- pay off debt

SAMPLE DREAMS

- become a sales director
- become a National Sales Director
- earn a Mary Kay car
- earn a **Pink Cadillac**
- quit my job to do MK full time
- to be able to stay home with my kids
- go on the Top Sales Director trip

Having a goal is so important. If you don't know where you are going you will never get there! Make sure your goals have a time limit! Also, be sure to write down your goals. Put pictures of your goals around your home to help you stay focused! Create specific goals for yourself and then find a plan to reach them!

Fill out this sheet and show it to Megan. She will know how to help you if she knows what you want! 

Booking Script

THAT'S MY LINE!

BOOKING IS THE LIFE-LINE OF YOUR BUSINESS!!

MARY KAY ALWAYS SAID, "THE ONLY WAY TO LEARN TO BOOK IS TO DO IT!" SO - START TODAY!

USE THE FOLLOWING SCRIPTS TO HELP YOU!

SCRIPTS FOR BOOKING:

- **Starting Your Business** – "Hi _____, this is _____! I am so excited! I just started my own business with Mary Kay Cosmetics! The reason I'm calling is that I need to hold 5 practice classes in the next 2 weeks and was wondering if you would help me! May I borrow your face? (giggle) If you could ask a couple of friends to join you, that would be even better! Would _____ or _____ work best for you?"
- **Calling a Referral** – "Hi _____, this is _____ a friend of _____! I haven't had a chance to meet you yet, but _____ says that you are a woman who loves to have fun and might enjoy a make-over! I'm a Beauty Consultant with Mary Kay and recently shared our products with _____. Have you ever tried our products before? Great! I would love to give you an up-date facial and show you our newest skin care and color products! I'm booking both individual and group appointments—which would you prefer?"
- **Calling a Warm-Chatter Contact** – "Hi _____, this is _____, I met you yesterday at _____! I'm calling to schedule the make-over that we chatted about! I'm booking both individual and group appointments—which would you prefer?"
- **Calling a Goodie Bag Contact** – "Hi _____, this is _____ with Mary Kay. I'm the one who gave you a goodie bag a couple days ago at _____ and I'm just calling to see if you liked the sample of TimeWise that was in your bag? Great! That is an awesome product—and you know, we have lots more that are just as great! I'm booking individual and group make-over appointments and I'd love to meet with you and let you try some of our products! Which would you prefer—an individual or group appointment?"

Skin Care Class

THE STEP-BY-STEP GUIDE

BEFORE THE CLASS

- ★ Wear only Mary Kay products and look your best! They buy YOU before they buy the products!
- ★ Place the Travel Roll-Up Bag in the center of the table filled with an Ultimate Miracle Set, Microdermabrasion Set, Firming Eye Cream, Oil-Free Eye Makeup Remover, Compact filled with colors, Satin Hands, Satin Lips.
- ★ Mirror with tray, applicators, Customer Profile, Look Book, pen, headband, wash cloth.
- ★ Greet each guest & introduce yourself with a smile!
- ★ Have each guest fill out Customer Profile.
- ★ Sales is finding a need and meeting it; ask the following as you take notes on Customer Profile:
 - What would you like for me to help you with today?
 - What do you currently use to take care of your skin?
- ★ Match foundation color & put Cleanser, Moisturizer and Foundation in tray.
- ★ Save time by having guests pass the other products to each other at the time you teach about them. (Day Solution, Night Solution, Firming Eye Cream, Microdermabrasion)

OPENING

- ★ I'm excited to be your consultant today! My goal is help you look and feel beautiful!
- ★ Thank you to our hostess. She gets a discount today and you can too for having a party!
- ★ She will also get this (hostess gift) when she has 2 or more book a party today.
- ★ The Look Book by your tray is your catalogue and you can mark your favorite products!
- ★ Mary Kay is Guaranteed 100%. How many of you have cosmetic that you don't use?
- ★ With our guarantee, you'll always have cosmetics you love!
- ★ Non-comedogenic (won't clog your pores) because it is water based
- ★ Easy to use (takes a few minutes in the morning & evening)
- ★ Mary Kay is the only cosmetic company that tests products to be sure they all work together!
- ★ There's no obligation to get anything today, I want you to just relax and have a good time!
- ★ If you decide you'd like to continue the benefits of the product, I brought all the products with me, and you can take it home today!
- ★ Keep your inventory near the table and show it to them! "Retail Therapy" begins!
- ★ We accept credit cards, cash and checks and we have a "happy husband" payment plan!

YOUR MARY KAY STORY (share briefly, from the heart, your own story, here's an example)

- ★ I began Mary Kay in 2009 because I wanted something where I could meet other women and help them. I still wanted flexibility where I could stay home with my children and still make good money.
- ★ I brought a calculator to the grocery store, and just wanted to make an extra \$50 a week.
- ★ Our company philosophy is God First, Family Second, and Career Third.
- ✓ We start out making \$15-25 an hour!
- ✓ My life has changed completely because we've earned 2 free cars, insurance paid, and now I'm a work-at-home mom of 3 making a nice figure income. I LOVE the flexibility!
- ✓ Watch what I do, and be sure to take it as a compliment if I share some info with you.
- ★ We start out making \$15-25 an hour!
- ★ My life has changed completely because we've earned 2 free cars, insurance paid, and now I'm a work-at-home mom of 3 making a nice figure income. I LOVE the flexibility!
- ★ Watch what I do, and be sure to take it as a compliment if I share some info with you.

TEACHING SKIN CARE

- ★ Begin by having each lady lift her mirror up and look at her complexion up close.
- ★ You'll get to experience the Ultimate in anti-aging skin care – the TimeWise® Miracle Set
- ★ Did you know that the #1 thing women notice about each other is the condition of their skin?
- ★ Before we treat you to your Miracle, does anyone have eye makeup on?
- ★ Oil Free Eye Makeup Remover gently removes all types of makeup, including waterproof.

THE 1ST STEP IN YOUR MIRACLE SET IS YOUR CLEANSER

- ★ 70% of problems that women get with their skin are due to improper cleansing.
- ★ Mary Kay knows women are busy, so they created TimeWise®, a multi-functional product which cleans, exfoliates, and freshens in one easy step.
- ★ The blue beads in the cleanser are Vitamin C & E & the green ones exfoliate.
- ★ The reason it is so important to exfoliate your skin is that every four weeks skin cells move from the bottom of the epidermis to the surface of the skin.
- ★ When they are left on the face, they give the skin a dull, blotchy look.
- ★ Also, blackheads and blemishes form when the pores haven't been cleaned properly.
- ★ How many of you have gotten ready in the a.m. and noticed your makeup looks faded by noon?

- ★ That's because if we don't exfoliate, we are just taking great care of dead skin!

THE 2ND STEP IN YOUR MIRACLE SET IS YOUR DAY SOLUTION

- ★ Day Solution is a wrinkle buster! It contains calming peptides to help relax expression lines.
- ★ UVA & UVB sunscreens help protect the skin from sun damage.
- ★ Day Solution is used between cleansing and moisturizing in the morning.

THE 3RD STEP IN YOUR MIRACLE SET IS YOUR NIGHT SOLUTION (customer tries on the back of one hand)

- ★ Can you see the difference in the skin on the back of your hand?
- ★ Night Solution is used between your cleanser and moisturizer at night.
- ★ The beads contain Vitamins C & E + antioxidants combined with collagen-enhancing peptides to help diminish wrinkles!

THE 4TH STEP IN YOUR MIRACLE SET IS YOUR MOISTURIZER

- ★ Who knows the #1 reason for wrinkles? It's lack of moisture!
- ★ Our products are water-based, and that's why they don't leave a greasy after-feel.
- ★ Our moisturizer hydrates for 10 hours, so it will perform for you throughout your long day!

FIRMING EYE CREAM

- ★ The eye area tends to be the first place to show signs of aging and is more sensitive than the rest of the skin.
- ★ The skin around the eyes is 10 times thinner than the skin on the face. As we age, skin loses its elasticity and becomes even thinner due to a breakdown of collagen.
- ★ You will love what Firming Eye Cream does for your eye area! It firms, brightens, provides intense moisture, plus minimizes fine lines and wrinkles.

SATIN LIPS/REFERRAL GAME

- ★ Apply lip mask (buffs away dry skin).
- ★ While that is drying, pull out your cell phones for a fun game and win!

- ★ Turn your customer profiles over.
- ★ At each class, I always ask people for referrals of girlfriends who would enjoy a free makeover!
- ★ Whoever gets to 5 names first, wins the gift! (travel size sample of any product).
- ★ Remove lip mask with wash cloth and apply lip balm (moisturizes for 6 hours).

MICRODERMABRASION SET (demo on back of hand) - Use 2-3 times per week

- ★ A “wow” product! Helps fight fine lines, refine pores and remove dry, flaky skin.
- ★ Contains a key exfoliating ingredient used by dermatologists
- ★ After cleansing, apply a small amount of Step 1: Refine to wet face with fingertips. Rinse thoroughly and pat dry.
- ★ Apply Step 2: Replenish to instantly smooth and soften the skin

THE 5TH STEP IN YOUR MIRACLE SET IS YOUR FOUNDATION

- ★ Our liquid foundation is wonderful because it contains Vitamin E (which defends against aging)
- ★ It includes key ingredients that fight fine lines and wrinkles and
- ★ Contains pigments that give natural-looking coverage.
- ★ We'll match your skin perfectly - isn't it great that you'll never have that make-up line?
- ★ Mineral Powder Foundation. For All Skin Types. Buildable coverage with a matte finish.
- ★ Matte-Wear Liquid Foundation. For Combination to Oily skin. Satin, matte finish. Special microspheres work all day to absorb oil and help control shine without a heavy makeup look.
- ★ Luminous-Wear Liquid Foundation. For Normal to Dry skin. Luminous, dewy finish. Leaves skin feeling moisturized all day. Enriched with skin-loving jojoba to hydrate.
- ★ Medium Coverage Foundation. For Normal to Oily skin, helps control oil for up to 8 hours.

CLOSING THE SKIN CARE SET

- ★ Let's review our skin care steps because skin care is the most important thing!
- ★ 10 years from now, no one will know what color cosmetics you used, but they will be able to tell how you are aging by how well you took care of your skin!
- ★ Line the Miracle Set up in order of application at the table before you review the steps
- ★ Use their names and ask them what the 1st step is, the 2nd step, etc.
- ★ Our Miracle Set comes for \$90, which is fantastic for quality skin care!
- ★ You can't go to the mall and get 4 of anything for \$90!

- ★ The Ultimate Miracle Set allows you to take immaculate care of your skin.
- ★ It includes your Miracle Set plus Microdermabrasion and Firming Eye Cream and comes for \$175.00 and includes the beautiful Travel Roll-Up Bag for free!
- ★ As you are touching your face, ask: "Doesn't your skin feel great?"
- ★ Have each lady look at her complexion up close again in the mirror and see the changes!

COLOR COSMETICS

- ★ Take out the Compact and romance it! It's beautiful and refillable!
- ★ Give each guest a Color Card and ask them to follow the directions on the card.
- ★ Hostess receives advanced color techniques.
- ★ At your Color Makeover, you'll get customized colors just like our hostess did today!

CLOSING THE CLASS

Ask them to turn over Customer Profile and number 1 through 3 and write their answers on the back.

1. Of the sets that I have shown you, which set is your favorite, the Miracle Set or the Ultimate Miracle Set?
2. At your follow up Color Appointment, would you prefer to be pampered 1 on 1 or would you like to share it with girlfriends to earn products at a discount?
3. Of the little bit that you've seen me do tonight, is Mary Kay something you would ever consider for yourself – Yes, Maybe or No Way José and you don't have to spell José right!

CLOSING INDIVIDUALLY

- ★ I've really had fun with you all today and I hope you did too!
- ★ I would really value your opinions about the Mary Kay products you tried.
- ★ Collect all skin care profiles.
- ★ Let's go ahead and meet for your individual consultations.
- ★ Does anyone need to leave early? If so, start with this guest.
- ★ Hostess – this would be a great time to serve refreshments & try the Satin Hands set I've placed in the bathroom.
- ★ The closing is done away from the table one on one, perhaps in the family room.

LOOK AT THE BACK OF CUSTOMER PROFILE, BASED ON WHAT THEY ANSWERED FOR QUESTION # 1 1

- ★ Well, Karen, I see that the Miracle Set is your favorite set. Is there any reason why you wouldn't like to get started with that tonight? Be quiet and let her answer. When she says yes, go through all the other products she used, circling them in her Look Book and ask if she'd like to add any of them to her order. Create a "Wish List" for the items she wants later.

QUESTION # 2:

- ★ Karen, I would love to help you get products at a discount for sharing your Color Makeover with friends! Would you enjoy that? Great! I have openings on (___) and (___), which would work better for you?
- ★ Which products would you like to get for your discount? I'd love to help you earn that!
- ★ Give Hostess Packet in a pretty bag. Contents: Brownie Mix, Crystal Light Mix, Look Book, your Hostess Letter, Invitation Postcards tied with ribbon, Product sample, Look Book.

QUESTION # 3:

- ★ Ask her: "Have you ever thought about doing what I do?" Whatever her answer, please say: "I'm in training, and my director will check to see how I did at the class. This gift is for you! (Give her a Mary Kay bag with an Avenues of Income Sheet and Choices CD).
- ★ I realize you may or may not be interested, but if you'd be willing to just listen to this CD and give us your honest feedback, you get to one item at a discount! You can ask her to stay after the class and cover some quick information with her. It's worth it to offer an eye shadow at half price if they'll just listen!
- ★ Take all orders, and then put them together at one time after meeting with all guests