

# MARY KAY® Enriching Women's Lives

## Mary Kay Marketing Plan

*One of the things that often attract women to Mary Kay is the company's philosophies which are:*

- \* **Faith First, Family Second, Career Third** This allows you to keep your priorities in the order that is important to you.*
- \* **Praising people to success** We never criticize in Mary Kay. We believe in lifting up instead of tearing down.*
- \* **Working by the Golden Rule** This is a company that believes in treating others ethically, with dignity and respect.*
- \* **and The Mary Kay Ash Charitable Foundation** which was founded by the company and is dedicated to finding a cure for cancers that affect women and for education on preventing violence against women. And to help in the cause, Mary Kay donates a portion of all Sunscreen Sales to the foundation. Isn't it wonderful to know that this is a company that has a heart and is just as concerned with people as it is with the bottom line?*

*Now I'd like to quickly share with you 17 advantages the Mary Kay opportunity has to offer you. As we talk about them I'm going to ask you to circle/write down the ones that appeal to you. **Code C/W means circle or write.***

### **Advantages of the Mary Kay Career –**

1. **No territories** *Isn't it nice to know that if you move or travel you get to take your business with you? If having no territories would be important, go ahead and c/w it.*
2. **No quotas** *There are no quotas in the amount of sales, the number of classes you have to hold or in team building. So, if having no quotas would be important to you please c/w that.*
3. **Flexible hours** *Think about this. Wouldn't you love to be able to schedule your working hours around your family and things that are important to you instead of trying to fit your life around your career? If being able to put your family first would be important to you, c/w it for me.*
4. **Consumable products** *Unlike some home-based business, this is a consumable product and people run out and need more. We have a great reorder business! That allows you to work smarter instead of harder! Doesn't that make sense? So if having consumable products would be important to you, go ahead and c/w that.*
5. **Be your own boss** *Don't you love the idea of being in control of your pay raises and promotions instead of having it be in someone else's hands. No office politics to play! If being in control of your, financial destiny would be important to you, please c/w being your own boss.*
6. **Tax Advantages** *Wouldn't you love for things that you spend your money on anyway, like your cell phone, mileage, gifts that you give throughout the year, or maybe even a new computer for your home to become an advantage instead of just being an expenditure? Think about this! Do you travel to visit family for the holidays or Summer Vacations? If you sell even \$50, you can deduct some of your travel expenses! If having more tax breaks would be beneficial to you, go ahead and c/w it.*
7. **Free training** *Texas A&M business school said our training is = to \$5,000!! Isn't that amazing! And this isn't rocket science. You will know the basics in just a few weeks. And the best part is that in Mary Kay, you earn while you learn! Isn't that great! So if free training sounds good, c/w that please. .*
8. **Recognition and prizes every step of the way!!** *Stop and think, when was the last time your peers applauded you? You got it? Was it high school or college graduation? In Mary Kay you have your own personal cheering session every week! And you are rewarded for all your efforts. The company gives quarterly prizes and end of the year prizes too. Things like big girl diamond rings and trips around the world! So if being appreciated for all you do sounds good to you, go ahead and c/w recognition and prizes.*
9. **Clear cut career path** *Isn't it reassuring to know that you get to choose when and how fast you want to move up in Mary Kay? It is completely up to you. The steps are all laid out and you have support every step of the way. So if being able to advance at your own pace would be important to you, c/w it please.*
10. **No ceiling on the opportunity** *Have you or someone you know ever been stuck in a position or been told that there is a cap on your salary? There are no limits on how far you can advance or on your income potential in Mary Kay. The top commission check for one month that I've heard of so far was to National Sales Director, Pat Danforth. It was for \$105,000. That was for one month! And that record will be broken! So if having unlimited potential is appealing to you, please c/w.*
11. **On-the-spot delivery** *Isn't it nice to know that Mary Kay allows us the choice of keeping products in our home. That allows us to save time by not having to run all over town making deliveries. And how much or how little you have on hand is completely up to you. So if having a choice on how to run you business is important to you, c/w that.*
12. **90% buy-back guarantee** *Isn't it reassuring to know that if you decide Mary Kay is not for you, you can box up any unsold product, send it back to Mary Kay and they will reimburse you 90% of what you paid for it? Don't you think you are worth 10% to find out if this is something you could be good at? If you like the idea of the 90% buy-back guarantee, go ahead and c/w.*

13. **Recession proof** Did you know that the only stocks that DIDN'T go down after World War Two and after September 11, were liquor, cigarettes and cosmetics? Women don't think of cosmetics as a luxury item. They are a necessity and they'll find a way to get their lipstick and they are going to wash their face no matter what! If you like the idea of having a product that sells no matter what is going on in the market place, please c/w Recession Proof.
14. **Quality of the product** – Have you ever noticed that unlike other cosmetic companies, you don't see big fancy advertisements for Mary Kay Products in magazines or on television? Our Advertising is done by word of mouth. Mary Kay takes the money that other cosmetic companies spend on advertising and pours it into product development and research. Mary Kay works hard to make sure you have the latest and greatest in skin care technology. We use only the purest and finest ingredients in our products. Because of our dedication to excellence, Mary Kay has been the **BEST Selling Brand for Years!** Wow! Do you know who number 2 and number 3 are? Estee Lauder and Lancôme. We outsold number 2 by 78 million dollars last year. Doesn't that say a lot about our products?! If you like being number one, c/w that!
15. **Job Security** We all know someone who was affected by September 11 either through downsizing, layoffs, mergers, pay cuts, or lost benefits. Isn't it reassuring to know that because Mary Kay consultants are independent contractors you don't have to worry about any of that? So if having the peace of mind of knowing that you are in control would be a blessing to you, please c/w job security.
16. **Expand your circle of friends** I don't know about you, but I don't think we can ever have enough friends. In Mary Kay your life is enriched by the friendships you make with your clients and sister consultants. And we have fun too! If having more friends and fun would be good in your life, c/w that for me please.
17. **Builds self-esteem and self-confidence!!!** In Mary Kay we encourage you to become the best you, you can be. It feels so good to set a little goal and accomplish it and then set a bigger goal and accomplish it too. It does something to you inside. Before long, you look back with the confidence of knowing I did that! So if having more confidence and self esteem would improve your life, would you c/w that please?

OK. Now I'd like to share with you how we make our money. That's what most people want to know about right?! There are **six avenues of income** in Mary Kay and we teach you how to take advantage of all of them. But it's up to you to decide which ones sound most like you and what will work best in your life.

- ◆ First is **On The Face** – Which are Skin care classes and facials where women get to try before they buy! You save women from wasting money on buying mistakes. And you don't have to worry about pressuring anyone. Women don't need to be convinced that they need makeup, they are already using it. You just show and tell, and then let them decide if they like ours better. Once they try it on their face, the product sells itself. And guess what? Your profit is 50% of what they purchase. Isn't that great? That is the highest commission offered by any direct sales company.
- ◆ Then there is **On The Go** – Quick, 15-minute show, tell and sell appointments. My director took a lip gloss and some beauty books into her nail salon, she was going there anyway. She dabbed the gloss on the back of her business card. Three women tried it and she walked away with \$70.00 in orders and a facial appointment. How easy is that!
- ◆ We also have **On The Web** – Mary Kay gives you the option of having your own Personal Web Site. It's an easy way for your customers to shop 24/7. The website is updated and maintained by Mary Kay so all you have to do is collect your orders. Isn't that nice? Having your own website is also a huge advantage since we don't have territories. It helps your out-of-town customers stay in touch. You can even build your client base all over the country by hosting web parties! Can you imagine having clients coast to coast?
- ◆ **On Paper** is another avenue. Mary Kay provides promotional brochures and preferred customer mailings. This is one of the great ways the company helps us keep our customers informed of what's new, and supports the reorder business.

In addition to selling products, you can also earn income by building a team.

- ◆ **On Your Team** – is sharing the career opportunity. Mary Kay is not a pyramid scheme. It is a Dual Marketing Concept. Consultants earn commissions based on their team members' wholesale orders. It has nothing to do with their sales or profits. The company keeps track of everything for us and pays us our commissions. Sharing the opportunity is also how we advance (Open up the Steps to Success Brochure) These are all the positions and commissions you can earn. Basically the higher up the ladder you go, the bigger the bonuses and commissions get. This is for you to look at later.
- ◆ Then there is **On the Road** – The Mary Kay Car Program (Flip over the Steps to Success Brochure and show the cars.) These are the different cars you can earn. Consultants can earn a brand new Chevy Malibu with 85% of the insurance paid for! Or if you prefer, you can take a \$375 cash option each month. All you have to do is build a team of only 14 women! Stop and think about how much you spend on your car payment and insurance every month. If you could take that money and put it into your bank account, what would you do with it? Earning the car is like giving your self a pay raise!

I want you to ask yourself a question, where will you be in 5 years? Would you not agree with me that if you continue doing what you have always done, you will continue to have what you have always had? If you truly want to have a better future, you must act in the present? So, \_\_\_\_\_, out of everything I've just shared with you, what impressed you the most?

( Follow the rest of the guidelines in Stage 3 for closing your interview.)

Let me tell you how easy it is to get started. So what do you think? Do you want to give it a try? Yes, fill out agreement  
Not sure: Ask to select interest level on scale of 1-10. Overcome concerns.