

Cindy Machado's Ticket Marketing

No matter what the setting, you want to do the whole class with it being all about them. Make sure they are having fun, that they are relaxed and enjoying the gathering. Women will always have the desire to gather, so never forget that the key, single most important thing will always be the skin care class.

Do roll up close, show and sell sets
Individual close, connect with them again, sell product,
Don't fill the orders as you are taking them.

Class can't be too long or you're going to lose them.
Marketing Close – before I go out the car to fill the orders

I'm going to do one more thing:
I am going to do my ticketing marketing game –
And I'm going to do a drawing for this Peach Smoothie
I love what I do, and when I'm in front of women who are really fun, I make sure I honestly let them know why I love what I do.
Most of all, I would love to find out what you think about our marketing plan, so I am going to hand out tickets in a few minutes and I will be doing a drawing for our wrapped product gifts from those tickets.

They forget about the time when they are talking.
Standing around in the kitchen

Ok you guys – this is what I'm going to do – I'm going to tell you four qualities that make good consultants, and four reasons why women start with MK and then I'm going to ask the questions and you will get tickets for each question that you answer.

First, though, I'm going to tell you the 3 most common questions:

- 1. How much does it cost to get a Mary Kay business started?**
It costs \$100 to become a Mary Kay consultant, and there are no territories or quotas.
- 2. How much time does it take?**
Mary Kay takes exactly how much time you decide to put in – again, there are no quotas, so you are never required to put in more time than you choose.
- 3. How am I going to know what to do?**
Well, in answer to this, most women who start MK are not the behind the counter makeup guru type...I certainly wasn't! I actually didn't wear a lick of makeup before starting my business. But I knew I was teachable, and since we offer comprehensive training, I knew I could learn what I needed to make this business successful. So I'm truly not looking for someone who knows a lot about makeup – I'm just looking for women who are really fun and like people.

Now, here are the four qualities that I have found in my experience that make a great consultant:

ONE

The first characteristic is BUSY. I have found that busy people make the best consultants because they are the most reliable and they are around a lot of people. I used to avoid sharing this opportunity with this type of person, because I thought she was too busy. But I found that “busy-ness” is a character trait, really – busy people like being busy, they are influencers – and they want to make a difference. They want to do things that will add value to their lives and they do this business because they see how it can add value to their families’ lives.

Have you ever found that when you are busier, you get much more done? Well, busy women who become consultants sometimes can’t even imagine where they will fit Mary Kay in...but they get the starter kit because they see the logic behind it, and then play around with it to see if they even want to make more time for it. Usually, they do so well with this because they take it with them wherever they go.

TWO

The second quality is someone who is not the sales type – I don’t want to be around people who are pushy and quite honestly, I don’t want them on my team. They tend to make me feel very uncomfortable. I want someone who loves the product, who likes people, and who can speak from the heart, so they feel natural telling others about it. They have the other person’s best interest in mind. Have you ever found a great restaurant or shoe sale? What do we do? We tell everyone – ‘oh my gosh – you have to go and check out this restaurant – it’s the best!’ or – ‘did you see these shoes? They were such a bargain – and so comfortable.’ I’ve got news for you – that is called selling! But it is selling from your heart – you just want to share something you believe in.

THREE

The third quality is someone whose family is really important to them. They want to be there for their kids, yet they also want to help provide for the family. These are the women who say ‘I want to be home with my kids and yet I want to grow myself. I really want to be there for my kids, and I want to be a great mentor’. These women want to really have it all, and they tend to make fantastic consultants.

FOUR

The fourth quality is someone who has a little more month left over than money – they tend to be great consultants because they treat it like a business. They need the income and they work it consistently. Believe me when I say that this business works when you do. There are more women making over \$100,000 in Mary Kay Cosmetics than in any other single business in this country.

Now, here are the four REASONS who women do this business:

ONE

For FUN. No quotas? No territories? No boss? This sounds like fun to me... You can't deny that every girl once in awhile just likes to get together with her girlfriends, have fun, and play make up whenever they want to. This consultant likes to go to the makeup parties, and get her fun stuff at cost. She gets all the goodies that we get as consultants and gains positive friends while she makes a little mad money.

TWO:

For flexibility: These women want some flex money – you know, just some stash cash for when you're eyin' that Coach handbag you want and don't want to be questioned about it – or you just want to have some play money without having to get a part time job, because you only need it once in awhile, and you really don't want to be on anyone else's schedule or clock. They build a little circle of customers and service them every few months when our Company sends out our Look Catalogues to make a little extra money. Almost every product comes in sample form, and with our websites and Company mailings, it is easy and flexible.

THREE:

The third reason that women do this business is for the money. These people want to work part time to maybe supplement their income but they don't want to answer to one more person. These people actually do this as a business. These consultants might dedicate about 8-12 hours a week to their business. If someone tells me they are willing to dedicate 8-12 hours a week, I can get them into a free car and earning about \$20-25,000 per year. Now, full time gals are going to be your sales Directors, and on average, our Cadillac driving sales directors are making somewhere between \$75,000 and \$200,000 per year.

FOUR:

Now...get ready for this reason – the fourth reason why women do this business – I think it's the most powerful reason and put simply, it is HOPE. You see. What happens is you *listen* and then you *THINK*. You think...oh I can't really see myself doing this, and I don't know what my husband or my friends would say and I don't know where I would find the time...but WHAT IF? What if I could be at home and have it all? What if I could earn a free car? What if I lost my job? What if my husband loses his job? What is my backup plan? Reality tells me that most women will need a back up plan, and most women don't have one. And if you think it is frightening and stressful living paycheck to paycheck, how frightening and stressful would it be living with no paycheck? Do you have a backup plan? Mary Kay is a business that offers HOPE. I tell you this because I believe that all women deserve to hear about this.

OK – now I’m going to ask you some questions and you will get a ticket for answering each one.

The first one is: What would be one thing you would like about this business if you were to do it?

The second question is: What do you think would hold you back from doing this, if anything?

(Agree with them – don’t overcome objections at this point)

You know what, you guys, I hear a lot about time and not having a lot of it, and I don’t want you to even think about that –

The last question is on a scale of 1 to 10, 1 being I would never do this even if my children were starving and 10 being I think I want to try it – where are you? You can’t be a five, because that is called riding the fence, and that is painful.

Ok – if you were a 6 or higher, I am going to give you a form to fill out – it is for the Starter Kit. Now, don’t worry – it is no good without money, and I’m certainly not buying it for you, so don’t get too excited! You’re getting this because I consider you a thinker and I want to know who my thinkers are...I want to keep you on file for the day that you decide to do this. I also will file it so that your consultant will remember to invite you to fun events that come into the area that you might enjoy. If you are a 4 or under, I will give you this form, again, so that we can have a record of whom we have shared this information with.

If they have to go before the marketing, give them your card with your accolades and your ‘fact facts’ phone number 212-461-8805 – “Will you listen for a lipstick?”

Cindy Machado