



Welcome to the World of Mary Kay

New Consultant Packet

Executive Senior Sales Director: Elaine Krueger

Dear New Consultant,

Welcome to Mary Kay Cosmetics and to one of the fastest growing units in this area! You have joined an incredible company with a rich past and an unlimited future. You have just decided to represent the #1 Best Selling Brand of Facial Skin Care and Color Cosmetics in the US since 1994!! Mary Kay Inc. has been included in all three editions of the *100 Best Companies to Work For in America*, which is published by *Forbes* magazine. You will also find that Mary Kay Inc. holds the honor of being listed as one of the "10 Best Companies for Women to Work For!"

Women choose a career with Mary Kay for several reasons. Whether you are looking for a little extra income, you are a working mom looking to be home again, you are a stay-at-home mom looking to get out of the house, you are a college student looking for flexibility and cash, or a business-woman looking for an unlimited career opportunity with values, you are in complete control of your new opportunity.

As your sales director, I am your business coach and biggest fan. My job is to guide, teach and inspire you. **However, you are the biggest ingredient to your success.** The amount of work and effort you put into your business will determine your advancement in Mary Kay.

As a new consultant, I encourage you to treat this business as if you were going to college. Be patient with yourself. You will not learn everything overnight. Commit yourself to a certain number of hours per week to go to "Mary Kay School," including weekly unit meetings and your own appointments. You'll also want to commit yourself to at least one full year of consistent effort in your business and allow it and you to grow.

Great training and education are important. **To begin, please listen to the enclosed Inventory CD.**

I would also ask you to start calling my HOTLINE on a daily basis at 503-632-0596.

(I change this motivational/training message about 9:00 am EVERY day Monday through Friday). You may call it 24 hours a day since it doesn't ring in my home. Be sure to leave your name and any message that you want me to hear after the beep! These few things will get you off to a super start. When you receive your Starter Kit, it will contain a Consultant's Guide which includes business basics, a Skin Care Class DVD, and a product guide that will help you build your Mary Kay business. They are comprehensive and simple to follow.

Attending your local unit meeting consistently each week is important for your business.

You will also want to view 1-2 skin care classes of either your recruiter, sales director or another consultant with great sales.

Look at your Starter Kit. It has vacations, college educations, lifetime friendships and much, much more hidden inside. Five years from now, what do you want for yourself...for your family? If you try to do all that we teach you, you can achieve all of your dreams and more! It's all in the Starter Kit! The key? That is in YOU!

I am blessed to have you as part of our team. Let's make it our mission to make other women feel great about themselves by sharing our fabulous product and also help women have choices in their lives by sharing our amazing opportunity.

Believing in you - Elaine



As a new Beauty Consultant you can receive a "NEW LOOK" FREE from Mary Kay. A complete Color 101 Set customized specifically for you by Mary Kay International Makeup Artists can be yours, but you must act QUICKLY!

The value of your FREE PRODUCT is \$111!

You must place a minimum QUALIFIED order within YOUR FIRST 15 DAYS AS A NEW CONSULTANT!

To receive your FREE Color 101 Set, simply go to www.marykayintouch.com and register as a consultant using your new consultant number. You will be asked a few questions about hair color, skin tone, and facial features. You will then be shown what colors will look best on you and receive application tips! When we place your first order of \$600 wholesale or more within your first 15 days you will receive your entire look FREE! This is in addition to ALL the other FREE product & prizes that you will receive as a New Consultant on your initial order!! Make sure to listen to the Inventory CD in this packet, read through the Business Options brochure and discuss with Sheryl all the details. Remember, you only have 15 days...so don't procrastinate! I can't wait to see you in your new look!

Agreement Submitted On:

You have until _____ to place your first order to receive your FREE COLOR 101 SET!

Call Elaine today - 503-632-8586

13 Steps to Get Your Business Off to a Great Start!

- 1. Schedule Your Business Planning Session:**
Set up a Business Planning Session with Elaine to learn how to make money right away and place your first inventory order. Elaine often places the first order for New Consultants!
- 2. Complete Your Color 101 Survey:**
Go to www.marykayintouch.com and join the Mary Kay In Touch Community Website. Fill out the Color 101 Survey so a personalized look can be created *just for you!*
- 3. Register For Consultant First Steps:**
Log onto www.marykayintouch.com and set up your personal Mary Kay website for only \$25.00 for the first year AND also send 15 FREE Look Books to your Friends/Family.
- 4. Order Your Business Cards:**
Log onto www.mkconnections.com to order your business cards. A Business Kit is recommended. The kit includes business cards, product labels, name tag, address stamper and more!
- 5. Open a Separate Bank Account:**
Open a separate FREE checking account with a debit card attached. When you open this account, open it as a personal checking account, not as a business account.
- 6. Make a List of Every Woman You Know:**
These contacts will be the start of your new business. Don't prejudge—write down EVERYONE and their phone number! Use the contact sheet enclosed in this packet. Your goal is to list at least 30 women.
- 7. Earn Your Pearls of Sharing:**
Set up six practice interviews with Elaine. You will learn how to share the facts of Mary Kay whole building your skills, team, and income! When you complete six practice interviews with Elaine within your first 30 days you earn your Pearls of Sharing.
- 8. Attend Your Local Mary Kay Success Meetings:**
Start attending the meetings on a WEEKLY basis and **take guests with you**. Take advantage of any training offered. Elaine holds two Success Meetings per week. One on Monday nights at the Monarch Hotel in Clackamas from 7-9 pm, and one on Tuesday nights at her Training Center in Mulino from 7-9 pm. If you aren't local to Elaine she will find an Adopted Director and local meetings for you to attend.
- 9. Stay In Touch with Your Director!:**
Elaine works closely with those who are working. She matches her time with your effort. No matter what, don't hesitate to call her with questions. You may reach her at 503-632-8586 or send her an email at ekrueger@marykay.com.
- 10. Attend the NEXT New Consultant Orientation:**
This is vital to your success. Contact Elaine for the next scheduled training date.
- 11. Independent Beauty Consultant Profile:**
Fill out the Independent Beauty Consultant Profile found in this packet and turn it into Elaine within your first week.
- 12. DAILY Unit Hotline:**
Call Elaine's Hotline on a DAILY basis—503-632-0596. It's changed every day by 9:00 am Monday Through Friday (excluding holidays) Be sure to leave your name and a message after the beep. Let her know what's going on in your business.
- 13. Unit Website:**
Check out our unit website at www.kruegerscruisers.com for our calendar or events, training, motivation, business ideas and much more!



Turn this sheet into Elaine within 3 days and earn your Professional Date Book Cover!



Your Name: _____

Your Phone: _____

Your Director: _____

Remember...don't prejudge. Write down everyone you know!

CONTACT LIST

NAME

ADDRESS

PHONE

E-MAIL

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Mary Kay Business Attire

You are the President and CEO of your company! You only have one chance to make a great first impression!

You will want to dress for your position, and as a Mary Kay Beauty Consultant or Director, you will see that we always wear professional business attire which includes a business suit, skirt and jacket or

professional dress. You will notice that we **don't wear pants** at any Mary Kay functions, meetings, training, workshops, skin care classes or interviews.

By dressing for success, you'll feel more confident! You may want to choose accessories such as classic black or nude hosiery and closed toe black pumps for a

polished look. Don't be afraid to wear the same suit for all of your appointments. You'll notice that all Directors and Top Consultants wear their "Mary Kay uniform" every week. Find one outfit that makes you feel like a million bucks and wear it to all of your Mary Kay events!



Why We Don't Break the Basic Skin Care Set

Occasionally you may encounter customers who would prefer to buy only a cleanser or foundation from you. Our Mary Kay Skin Care System is designed and scientifically formulated to give your customer the BEST results when she uses the whole system together.

We have three types of skin care sets:

- 1) The TimeWise, which includes the 3-in-1 Cleanser, the Age-Fighting Moisturizer and Foundation.
- 2) The Velocity Skin Care which includes a Velocity Cleanser, Velocity Moisturizer and Foundation (use good judgment with the foundation - if she's a young teenage girl, she may not need/want foundation.)
- 3) The Classic Basic Skin Care, which includes the cleanser, mask, freshener, moisturizer and foundation.

If one of your customers asks if she can purchase only part of the skin care system, perhaps the simplest and best answer is from Mary Kay herself. Early in her career, Mary Kay discovered that when she broke the basic skin care set for a new customer, she was setting the wheels in motion for an unhappy customer because using just part of the set didn't produce the expected results. The only exception to this would be a young teenager with the Velocity Line.

We have such confidence in the quality of our skin care systems that we offer a complete 100% satisfaction guarantee.

The goodwill of each customer who comes into contact with the Mary Kay organization is very important to us. We believe it's more important to sell our products the right way

than simply make a sale. Hopefully, when you explain our position and your concern to your customers, they will understand that the Consultant who refuses to break the basic for a new customer really has that customer's best interest and satisfaction as her goal.

Please note, once a customer is using our skin care system, she may re-order individual skin care products as they will invariably run out at different times.



The Mary Kay Professional Image

As the new CEO of your business, you always want to project a professional image that will attract new clients to you. As a Professional Beauty Consultant, you will find that a polished, sharp image is the best way to market your new business. Remember: **“Dress like the job you want to have.”** If you want to become a director, look like a director, even when you are a consultant.



Image

- Always dress for success. Mary Kay asks us to always wear a skirt or dress when conducting business. This is the only thing that she asks of us, so please respect her request. Make sure your hem line falls right or just above the knee line.
- Wear nylons (keep an extra pair in your car) and closed toe heels (preferably black).
- Wear your hair and nails in a professional, sharp style. If you haven't gotten a compliment on your hair in the last two weeks, consider changing it. Wear Mary Kay nail colors and get sales as you get pampered!
- Wear glamour. Your lip color and powder should always be fresh. A lot of us didn't wear make-up when we first came into Mary Kay - so don't worry. We will help you with a professional look for you!
- Wear your Mary Kay pin everywhere you go. It is free advertising. Wear your name badge, pin and your Ladder of Success to every meeting.
- Always project an appropriate and enthusiastic attitude. To our customers, we are Mary Kay! Always smile and give sincere compliments. Be honest and conduct your business with integrity.

Business Etiquette

- Your answering machine should be professional. Call your machine and listen to it. Does it sound professional? Is your voice clear and understandable? Make sure you return all messages promptly.
- Teach other household members how to answer the phone and take messages that concern your business. If the children in the

house are not old enough yet to take a message properly, tell them to let the machine answer the phone.

- Set business hours for your business and respect the working hours of other consultants. Just because you run a home-based business, does not mean that you are open 24 hours a day. Consultants should not call other sister consultants during peak calling times and/or family time (usually 7-9 p.m.).
- Mary Kay says, “No Borrowing” of products between consultants. Each consultant owns and operates her own individual business. Borrowing products hurts both businesses and can get very confusing. Trading is discouraged, so isn't it better to keep your inventory well stocked so that you are able to service your clients immediately?

Meeting Etiquette

- Attend all meetings and events. The meetings are there for you and your success. Your Director and unit count on you to be there and it builds team spirit. Remember: If you had a good week, the meeting needs you. If you had a bad week, you need the meeting.
- Wear your uniform. If you are a Red Jacket, wear the company-crested jacket, black skirt, black (sheer) hose, black (closed toe) shoes, and black or white blouse depending on your position. If you are a Senior Consultant (1 - 2 team members), wear a black, skirted suit with white blouse, black (sheer) hose, and black shoes. Consultants can wear a business suit or dress, or the company beauty coat with a black skirt.

- Come on-time and ready to take notes. If you have a guest for the skin care class, be there 20-30 minutes early to set up. Make sure you bring all of the necessary skin care class supplies to service your guests - trays, profiles, Starter Kit, washcloths, applicators, hostess & recruiting packets, etc.
- Introduce your new business associates and guests with positive enthusiasm. Remember to focus on them and what makes them special. Also, during the meeting, do not engage in side chatter. It distracts them from hearing the information presented by the Director.
- Turn in your filled out Weekly Accomplishment Sheet every week. Keep a record for yourself, turn in one at the meeting, and send one to your Director if you are an adoptee.
- Bring your MK checkbook with you to pay for our weekly meeting dues (\$5 or \$3) and to pay for special events. We are so fortunate to have such a professional place to meet and your dues help to pay for the room rental. It's a tax deduction for your business.
- Recognition time - Keep it positive and keep it short. Put all of your enthusiasm into sharing your success with the unit and guests. Encourage and greet new people and guests. Enthusiasm is contagious and who knows who will catch it. It might be your guests!
- Talk about recruiting in a tactful way. Remember that there are guests listening and observing very closely.
- Please leave children at home. No one loves kids more than we do, but remember, skin care classes and unit meetings are not the place for them. We are creating a professional environment where most women come to relax and have fun with their consultant.

Independent Beauty Consultant Profile and Goal Sheet

I want to get to know you better and find out your Mary Kay goals. *Please complete this profile sheet and return it to Elaine within 7 days.* Thanks!

Name _____

Recruiter _____

Home Phone _____

Cell Phone _____

Work Phone _____

Can you be called at work? Yes No (circle)

Address _____

City _____ State _____ Zip _____

Birthday _____

E-Mail Address _____

Husband's Name _____

Children's Names _____

Occupation (if you work another job) _____

I'd like to earn \$_____ a week.

I am willing to put _____ hours into my Mary Kay business each week.

YES! I am interested in earning the use of a career car!

YES! I am interested in becoming an Independent Sales Director!

My wildest Mary Kay vision is: _____

Some of my immediate goals and desires are: _____

What do you expect from me, as your Independent Sales Director, that will help you the most? _____

What would you like to purchase for yourself with your first three months of earnings? _____

Please share with me a little bit about yourself, your past work experience, your family. _____

Are you willing to attend your weekly meetings, call Sheryl's hotline and sign in on her website guestbook for motivation, knowledge, experience, recognition and to keep up on what's happening in our company and unit? Yes No _____

What Mary Kay products are you currently using right now? _____

Independent Beauty Consultant Profile continued...

Do you like to read? If so, what types of books do you like to read? _____

What motivates you? _____

How would you describe your personality? (Please check ONE box that MOST describes you):

- I am accomplishment motivated. I like to take control of things and get them done quickly. Success is important to me.
- I am motivated by recognition. I like prizes, fun parties and being with people. I like to talk and make others feel good!
- I am family motivated. I feel I should always put my family (children and husband) ahead of me. I'm loyal and I'm very careful about making decisions.
- I am detailed oriented and spend a lot of time thinking about things. I search out all possibilities before I make decisions. Accuracy is extremely important to me.

If I was to offer you a prize, which TWO categories would you choose from most often?

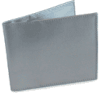






- Jewelry and fashion items
- Motivational things like tapes/CD/books
- Items that would help me teambuild or grow my business (Lisa Madson videos/CDs/DVDs)
- Personal pampering activities (manicure, spa, massage, etc)
- Cash
- Recognition
- Time with your director and/or other top directors so I can learn and have fun.
- Other _____

Thanks for your input. I look forward to getting to know you better and helping your reach your goals - whether they are big or small.

Please send or give this sheet back to Elaine within 7 days.

Elaine Krueger
18280 S. Old Clarke Rd.
Mulino, OR. 97042

New Consultant Inventory Options

| WHOLESALE (YOUR COST of the products) | # of Customers Product will Service | New Consultant FREE Product Bonus | FREE Personalized Signature Color Look <i>Just for you! FREE when you place your first qualified* order within 15 calendar days of signing up!</i> | TOTAL FREE | TOTAL RETAIL VALUE | Star Consultant Status & Program Awards | APPROXIMATE TOTAL INVESTMENT (including demos and S&H) | BONUS PRIZES FROM SHERYL ON INITIAL INVENTORY ONLY (YOUR ORDER MUST BE PLACED WITHIN 3 DAYS of your welcome call from Sheryl) |
|--|--|--|---|---------------|--------------------------|--|--|--|
| ORDER OF EXCELLENCE \$4,800 Pearl Star | 50 Faces | \$646 Free 5 Travel Roll- Up Bags | \$111 | \$757 | \$10,357 | Pearl Star <i>Receive Ladder, Gemstone & pick a Prize!</i> | \$5,565 <i>Includes tax, \$8.35 S&H and \$175 in demos</i> |  \$4,800 & \$3,600 = Business Card Holder Plus ... Roll Away Tote Set, Keep It Simple CDs, Calculator and Money Bag |
| CAREER \$3,600 Emerald Star | 40 Faces | \$646 Free 5 Travel Roll- Up Bags | \$111 | \$757 | \$7,957 | Emerald Star <i>Receive Ladder, Gemstone & pick a Prize!</i> | \$4,205 <i>Includes tax, \$8.35 S&H and \$150 in demos</i> |  \$3,000 = Roll Away Tote Set, Plus ... Keep It Simple CDs, Calculator and Money Bag |
| Professional \$3,000 Diamond Star | 35 Faces | \$561 Free 4 Travel Roll- Up Bags | \$111 | \$672 | \$6,672 | Diamond <i>Receive Ladder, Gemstone & pick a Prize!</i> | \$3,540 <i>Includes tax, \$8.35 S&H and \$150 in demos</i> |  \$3,000 = Roll Away Tote Set, Plus ... Keep It Simple CDs, Calculator and Money Bag |
| Premium \$2,400 Ruby Star | 25 Faces | \$447 Free 3 Travel Roll- Up Bags | \$111 | \$558 | \$5,358 | Ruby <i>Receive Ladder, Gemstone & pick a Prize!</i> | \$2,865 <i>Includes tax, \$8.35 S&H and \$150 in demos</i> |  \$2,400 = Keep It Simple CDs Plus... Calculator and Money Bag |
| Superior \$1,800 Sapphire Star | 18 Faces | \$362 Free 2 Travel Roll- Up Bags | \$111 | \$473 | \$4,073 | Sapphire <i>Receive Ladder, Gemstone & pick a Prize!</i> | \$2,200 <i>Includes tax, \$8.35 S&H and \$150 in demos</i> |  \$1,800 = Jeweled Calculator Plus...Money Bag |
| Enhanced \$1,200 | 10 Faces | \$217 Free 1 Travel Roll- Up Bag | \$111 | \$328 | \$2,728 | None | \$1,475 <i>Includes tax, \$8.35 S&H and \$100 in demos</i> |  \$1200 = Money Bag |
| Basic \$600 | 5 Faces | \$114 Free 1 Travel Roll- Up Bag | \$111 | \$225 | \$1,425 | None | \$800 <i>Includes tax, \$8.35 S&H and \$100 in demos</i> |  \$600 = Money Bag |

- ***FREE Personalized Color Look Bonus!** Mary Kay wants to welcome you with a fabulous FREE gift! When you place your first \$600+ wholesale order **within 15 days of submitting your agreement**, you can fill out a survey at www.marykayintouch.com and receive your FREE personalized Color Look with your first order!
- Your first order during this time frame will qualify you for your "Earned Discount Privilege" (50% discount) for the month of your first order and the following two months on all subsequent orders, no matter what the size of the order! See page A1 of the current order form for complete details or call me!
- A "qualifying"* order is \$600 wholesale or more as your initial inventory purchase.