Welcome to the

BRADLEY BEAUTIES



NEW CONSULTANT OVERVIEW

Basic things you need to know about your new career and what to do to get off to a great start!



Cathy Bradley

Independent Executive Sr. Sales Director
Columbus, Ohio
555-555-5555
youremail@email.com

STAYING CONNECTED



Our National Sales Director is
Nancy National

Our Seminar affiliation is
Sapphire

We are a
Pink Cadillac Unit!





You can reach me:

- **Monday-Saturday** 9:30 a.m. - 9:30 p.m.
- If necessary, you can call on Sunday
- Phone: **555-313-9900**



www.cathybradley.com
Email: **cbradley@email.com**

Other ways to connect:

- Facebook: cathybradley
- X: @cathybradley
- Voxer: Cathy Bradley

In-Person Weekly Success Meetings

- ☐ **Mondays**
- ☐ **Holiday Inn** on **123 Main Street, Columbus, OH**
- ☐ Beginning at **6:30** for **Training**
- ☐ Continuing at **7:00** for the **Success Meeting**

Career Brunch

- ☐ **Saturdays 11:00 a.m.**
- ☐ **Holiday Inn** on **123 Main Street, Columbus, OH**

If you're not local to me or cannot attend in-person, I have an online mini-meeting for training and recognition.

Zoom Weekly Meetings

- ☐ **Thursday**
- ☐ **7:00 - 8:00**
- ☐ www.zoom.us
- ☐ Meeting ID: 123 456 7890



MORE ABOUT ME

Welcome to the Bradley's Beauties Sales Unit!



My husband, Quentin, and I live in Columbus, Ohio, with our two boys Josh and Noah.

I became a Beauty Consultant in March of 2018 and became a Director shortly after in 2020. My decision to be a part of this fabulous company wasn't a hard one to make. One afternoon I received a phone call from a very dear friend of mine who mentioned she wanted me as a guest at a skin care party where we would "have fun" and learn how to look and feel better! Now, why wouldn't I want to do that?

Anyway, from the moment I walked in the door, I wanted to do what that lady was doing! She looked so professional and seemed to know so much about my skin and the products that would work best for me! I have to admit, I really didn't pay much attention to actually putting the product on my face, I was more interested in her and **WHAT** she was doing!

Well, I purchased the whole set and actually asked **HER** before she got an opportunity to ask me about becoming a Consultant! And the rest is history!

Your story may not be like mine. You have different reasons why you decided to pursue this as a career. Whatever the reason, I'm happy to be the one directing you to the **TOP**!

Our unit is in the Sapphire Division, under National Sales Director Nancy National. My Sr. Director is Sally Sue who was that fabulous Consultant who taught the skin care party I attended! As a unit we have earned the use of a free Cadillac and have debuted 5 directors who are guiding their own units!

I am **ALWAYS** available to help you with education, promotions, recognition, and business ideas that will help your business to grow!

Expect success and you will get it.
Expect to achieve and you will.
Expect to fail and it's a certainty!

I know you can achieve whatever you believe!

Cathy Bradley
Executive Senior Sales Director

FIRST THINGS FIRST

The Mary Kay Intouch website (mk.MaryKayIntouch.com) is the place to get started with everything you need for success. This is where the Company will provide you training, information, and sales ideas.
Information is updated regularly, so make sure this is one of your first stops online each day.

READY TO START SELLING?

HERE ARE 6 THINGS TO *get you started!*



1

Create a list of names. Who do you know?

You need customers to start your business. It's that simple.
But where do you find them?
See the **Make Your Customer List** page in this packet for more details!

2

Download all the Mary Kay apps

Everything from virtual makeup to in-depth skin analysis to power up your business.

On the home page, select **Business Tools > Mobile Apps**

3

It's Time To Get Social

For information and Company rules on how to set up your social media presence

On the home page, select **Business Tools > Social Media**

4

Set up your MyShop Personal Website

A website gives customers a way to connect with you and shop for products 24/7.

On the home page, select **Business Tools > MyShop**

5

Make time for your Orientation with me!

I designed the video to give you great content, but we still need to go over a few more things.

I'll contact you with more details on when and how we can connect!

6

Place your very first product order

Having product on hand gives you instant income.
See the **Great Start Brochure** for more inventory options.

On the home page, select **Ordering**

Most Important Things

1

2

3

Lead Yourself.

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4

Lead Your Team.

5

6

BUSINESS TOOLS

More things to do to get started!
From the home page, follow the navigation for each.

preferred customer program℠

Enroll your customers to receive quarterly mailings of The Look catalog. Plus, customers will get a **FREE** exclusive sample of an exciting new product!

Business Tools >
Preferred Customer Program



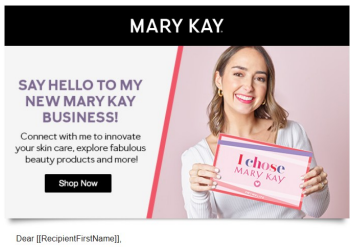
MY CUSTOMERS
A digital customer management tool to track birthdays, preferences, and orders.

Business Tools >
MyCustomers



MARY KAY VISA
Earn Points back on Mary Kay product orders, plus earn rewards on all the things you purchase for your business.

Business Tools > Approved Vendors
Mary Kay Rewards Visa Card



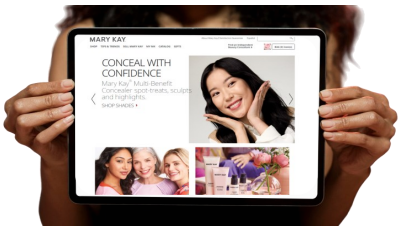
CUSTOMER eCARDS
Send an email directly from MK Intouch to customers to market your business, share the opportunity and other special events

Business Tools >
Customer MKECards



BUSNESS CARDS
Promote your Mary Kay products in a memorable way with multi-scene Mary Kay business cards.

Business Tools > Approved Vendors
MKConnections



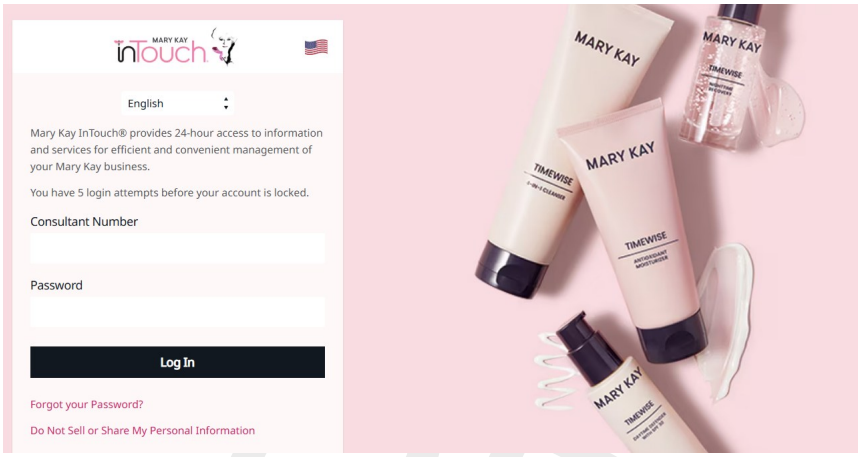
MARY KAY WEBSITE
Customers can see all your products and order online 24/7. In today's electronic world, this is a must-have for selling.

Business Tools >
MyShop

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ONLINE RESOURCES

Mary Kay Ash said “School is never out for the pro.” The Company is committed to giving you training beyond this new Consultant overview which is designed to let you learn at your own pace and help you reach any goal you set!



From information found in the **MKConfident Training** section to videos from top Directors and Nationals in the **Video Lounge**, you can login at any time and get more enriched training and business tips!

MK CONFIDENT™

Modules are fun, and functional, encouraging, motivational and easy-to-understand education.

From the home page, navigate to:

Education > MKConfident

Videos of Directors, National Sales Directors, and the Company giving tips for a successful business

From the home page, navigate to:

Business Tools > Video Library

MARY KAY®

You’re always on the go, but still you need to learn as much as you can about your new Mary Kay business. With the Mary Kay Mobile Learning App, you have access to inspirational and educational audio and video content anytime, anywhere!

Use this code to download to your phone!

BUSINESS BASICS

I know a lot of information will be coming your way, but there's no need to become overwhelmed. It takes a while to learn the terms and language of our business and as you progress things will become clearer. Here are some business basics you need to know:

Active Status

In the month you place a minimum $225 wholesale ($450 suggested retail) Section 1 product order, your status is considered **Active**. You maintain this status for the following two calendar months.

The Company

Mary Kay®, Inc.

Sales Unit (i.e., our Unit, the Unit, etc.)

As a Director, I am the leader of a "Unit" of consultants. My responsibility is to train, guide, and mentor each Consultant to achieve a successful career as an Independent Beauty Consultant.

Earned Discount Privilege

- When you order a **minimum of $225 wholesale** ($450 suggested retail) in Section 1 products, you will receive a **50% discount** on the entire Section 1 order and qualify for the Earned Discount Privilege (EDP).
- With the EDP you can order products at a 50% discount for that first month and the following two months.
- For example, if you order $225 on February 11, your EDP will allow any order you make until April 30 to be 50%! Even if that order is only $20, you'll get it for $10!
- But, you are only eligible for the EDP as long as you maintain an active status.



60/40 Split

From every sale you make, some portion should be reinvested back into the business to have enough product on hand. 60% to replenish product sold and 40% to use however you like (buy clothes, pay bills, etc.) is a good starting point. Some Consultants use the 50/50 split. You decide what's best for your business.

Profit Level

- A level, determined by you, where you feel comfortable with the amount of product you have on your shelf and available to service your customers.
- Once you reach this level, you can then begin to take profit from your sales.
- The suggested amount that will allow you to comfortably service your customers is to have $7,200 in retail to sell to your customers.

See more terms on the next page

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BUSINESS TERMS

- **30% Discount Tier.** As a new Consultant if your single, initial order is at least $100 retail but less than $450 retail, you can purchase the product at a 30% discount.
- **50% Discount Tier.** As a new Consultant if your single, initial order is at least $450 retail, you can purchase the product at a 50% discount.
- **Business Debut.** An in-person show and tell event.
- **Career Conference.** Mid-year event held regionally by Mary Kay Corporate.
- **Facial.** An appointment allowing one or two guests to try the product.
- **Great Start Qualified**. New Consultant who reaches a combined $600 in wholesale orders in their first four months of business.
- **Hostess.** Invites guests to her home to have skin care class / party, or is hosting an online event with guests.
- **Hostess Credit**. Rewards given to the hostess based upon total class / party sales. Can be products or any other item your hostess is working towards.
- **Interview**. Appointment to share information about the Company and to find out more about a potential team member.
- **National Court of Sales.** When your total orders in the Seminar year are at least $45,000 retail (approximately $22,500 wholesale).
- **National Court of Sharing.** When you add at least 24 Great Start qualified new personal team members in the Seminar year.
- **Preferred Customer Program (PCP)**. Company sends your customers a Look Book catalog each quarter for a minimal cost to you.
- **Princess Court of Sales.** When your wholesale orders in the Seminar year total $22,500 retail (approximately $11,250 wholesale).
- **Princess Court of Sharing.** When you add at least 12 Great Start qualified new personal team members in the Seminar year.
- **Recruiter's Commission.** Monthly commission paid by the Company to Senior Consultants and above based on their personal team's wholesale production.
- **Retail.** The suggested amount to sell the products to your customer.
- **Seminar Year**. July 1st to June 30th.
- **Skin Care Class / Party.** You will hear these terms "class or party" used interchangeably. They both mean an appointment with a hostess who has at least two other guests receiving complimentary facials.
- **Team Building Bonus.** $50 bonus given for each Great Start qualified new team member.
- **Wholesale**. The amount you pay Mary Kay for the Section 1 products to sell.

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JUST FOR YOU

During the month that your Consultant Agreement is received and accepted by the Company AND the following calendar month, you can take advantage of some great deals.

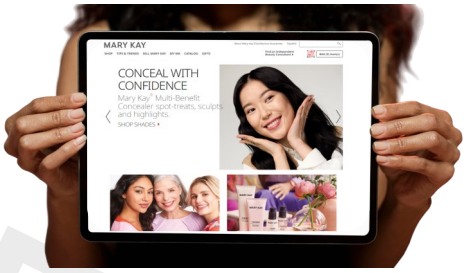
In your packet there should be a copy of the **Great Start Brochure.** **Or** use this code to download a copy on your phone.

*(**NOTE**: If you're not already logged into MKIntouch on your phone, once you login, the brochure will display)*

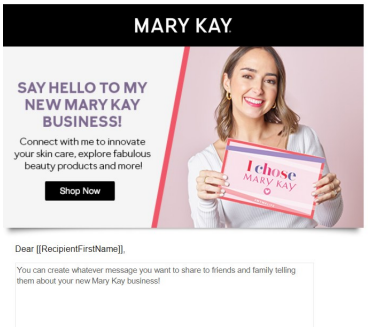
Or go to mk.MaryKayIntouch.com and from the main page select: **Education > New Beauty Consultants Start Here.** Scroll down in that page and look for this button:

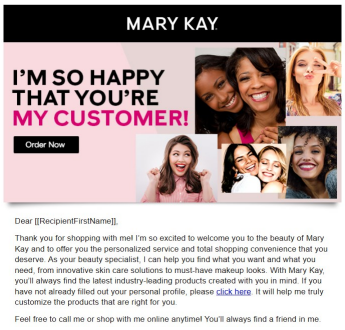
Great Start™ Brochure

FREE Mary Kay Personal Web Site (called MyShop). ***Make sure to sign up during the month you signed your agreement so customers can begin purchasing with you online.***



E-card promotional mailings





You can send an array of different business and product announcement e-card to your friends, family and customers! Use your own text or keep the text from May Kay.

There is no time limit on when you can send these communications.
Just go to Business Tools > Customer e-Cards

FREE Retail Products

See the **Ready, Set, Sell! Inventory Options** for New Consultants brochure to learn about the rewards available for starting your business with your initial order of at least $600 wholesale.

***You must order within 15 days of signing your agreement** to receive this free look, so read everything carefully so you won't miss something important!*



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CAREER LEVELS

You can move up the career ladder at any time you desire.
There are no waiting periods or glass ceilings!
Everyone is a Beauty Consultant but at different career levels.

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Beauty Consultant

This is your current level

- 50% profit potential
- Team-Building Cash Bonus
- Star Consultant Program prizes
- Eligibility to earn Seminar Awards
- Eligibility to attend Company events



Senior Consultant

Everything for a Consultant plus

- 1 - 2 Active Team Members
- 4% Recruiter's Commission



Red Jacket Levels

Star Team Builder

- 3 - 4 Active Team Members
- 4%, 6% or 8% personal team commission

Team Leader

- 5 - 7 Active Team Members
- 9% or 13% personal team commission

Elite Team Leader

- 8+ Active Team Members
- 9% or 13% personal team commission



Sales Director

Leads a unit of Consultants

- 4%, 9% or 13% personal team commission
- 9%, 13%, or 23% Unit commission
- Offspring Director commissions (Sr. Director and above)



National Sales Director

Leads an Area of Sales Directors

At this highest sales force position there are **MANY** bonuses, rewards, and prizes.

Learn About Team Building

MK WEB

From the home page
Education >
Team Building

See Career Path Information

THE SALES CYCLE

Concentrate on these steps to build your customer base

1. Find a customer
2. Offer her a complimentary facial
3. Work to turn the facial into a class / party!
4. Give her **GREAT** customer service
5. Get referred to her friends

5 WAYS TO SELL

Every customer is different and will purchase products in the way that is most convenient for them. Having multiple ways to present your product puts you in a better position to make higher profits.



Facials
One or two people.



Class / Party
A hostess with at least 2 guests.
(in person or online)



Online
Selling on your MyShop website.



The Look
Provide customers the latest catalog to browse and shop online or by contacting you directly.



Reorders and Gifts
A sale not generated from a party or facial. May include reorder sales, referrals, gift basket sales, etc.

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THE MARY KAY IMAGE



Do you realize that you never have a second chance to make a great first impression? Have you ever stopped to think that **YOU** as a Mary Kay Consultant are the only Mary Kay that someone knows? Your actions and attire as a Mary Kay Consultant reflect on all of us. I know most of us get to going so fast that sometimes we lose sight of these things.

When we uphold the Mary Kay Image as outlined by Mary Kay herself we honor her. So with all of that said, I would like to outline the basics of Mary Kay Image that is expected of all of us representing this amazing company.

1. Wear a dress, a business suit, a skirt and blouse, or a beauty coat to **EVERY** Mary Kay function (regardless of weather).
2. Fashions are quite casual these days and pantsuits are very in with Corporate America. Mary Kay women have always been a cut above and we must always look like we represent the #1 selling brand of skin care and color cosmetics in the land.
3. Make sure your hair and nails are always done. It is never okay to wear pants to a sales meeting even if you have had a rushed day and no time to change. Think ahead and put a skirt in the car; you can change in the bathroom if necessary.
4. Coach guests that meeting attire is professional dress so they will feel more comfortable if they do not have on jeans or sweats. They will appreciate your honesty, because no woman likes to go to a place she's not familiar with and be under-dressed. Coach them! They will appreciate you.
5. If you are a Red Jacket or above, attend Mary Kay functions wearing a red jacket with a black skirt and white blouse.
6. Pick your top three pins to wear on your lapel. Having a zillion pins on at one time looks overdone and can detract from your professional image.
7. Do not chew gum especially if you are conducting a party or talking in front of a group.
8. We are not to have alcohol at any Mary Kay function.
9. Turn off cell phones before entering a Mary Kay function. It is very distracting to the speaker and very rude to those around you.
10. Please don't bring small children to meetings. A sales meeting atmosphere is not an appropriate place for a child.



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CUSTOMER SOURCES



Now that your business has started, you will need other sources of customers you can sell to. Here are some suggestions.

1. **People You Pay Regularly**. Hairdresser, nail salon, dry cleaner.
2. **People You Pay Occasionally**. Druggist, jeweler, painter, decorator, clothing store owner.
3. **Professional People**. Lawyer, banker.
4. **Organizations You Belong To**. Places of worship, clubs.
5. **Social Acquaintances**. Neighbors or family members of friends.
6. **School Classmates**. The people with whom you went to school, including night schools, trade schools, or professional schools.
7. **Co-workers at Previous Jobs**.
8. **Relatives**. Yours or your husband's.
9. **Your Husband's Organizations**. Don't pre-judge their need or value. Call each one and see what happens.
10. **Recreation Contacts**. Golf or tennis partners, people you see at the gym.
11. **Newcomers to Town**. When you approach them, offer to help them get situated in their new community.
12. **Referrals**. Call 25 friends, customers and associates and ask each one for the names of at least two people you can talk to. Use their name when you contact these referrals.
13. **New Business Owners**. Search through recent newspapers legal notices for the names of new businesses.
14. **Promotions and Transfers**. Articles of women receiving promotions or transferring to offices in your area. Call to congratulate them and to introduce yourself.
15. **Night Shift Workers**. They rarely get contacted because they're sleeping during the day! Schedule appointments for those people who work at night for a time that's convenient for them. Perhaps a mid-afternoon facial. Guests might include nurses, waitresses, or factory workers, etc.
16. **Local Organizations**. Obtain a list of area clubs and organizations from your Chamber of Commerce, and offer to teach a "make-up" class and demonstrate the latest glamour techniques.
17. **Business Cards**. Go through the collection of business cards you've been gathering from sales people and other business people you talk to.
18. **New Homeowners**. When a woman moves into a new home, she is eager for her friends to see it. What a perfect opportunity for a woman to show her new home by inviting her friends over for a skin care class.
19. **Clerks, Assistants**. Offer to give them a complimentary facial in the evening so that it doesn't conflict with their work schedule.

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Make Your Customer List



Who will you get to help you begin your business? Your friends and family, of course! Who else would be willing to help you have a successful start?

Think of everyone you know that needs skin care or glamour and that you think may be willing to host a party or have a facial with you.

Put a slash ⊘ if you had to leave a message. Put an ⊗ if you speak to her. Fill it in ● if you book an appointment!

1. _____ ○
2. _____ ○
3. _____ ○
4. _____ ○
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6. _____ ○
7. _____ ○
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46. _____ ○
47. _____ ○
48. _____ ○
49. _____ ○
50. _____ ○

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SAMPLE DIALOGUES

Booking Classes/Parties:



"Hello _____, this is _____ calling! I am so excited! I couldn't wait to call you! Do you have a quick minute? Great! You are never going to believe this. I've just started my very own business with Mary Kay and part of my training is to get 30 women's opinion of the latest products during the next 30 days! _____, you were one of the **FIRST** people I thought of (give a reason why)!

Is there any reason why you couldn't help me out by letting me borrow your face and get your opinion of our products? Great! What works best for you nights or weekends? (Book a date and time).

_____, would it be possible for you to find a couple of extra girlfriends to join you? It would really help me get closer to 30! Who do you think you might invite? If it's okay I would love to give them a call and get their skin type (oily, dry, combo, normal) before we get together. (Get her guest names and numbers, then call to introduce yourself and find out about her skin type).

Tentative Booking Approach:

(If she says let me check my calendar and call you back or let me check with my friends and call you back, then you say...) "_____ that sounds great, why don't you take a couple of dates that work for me to see what is best for you. I have (give two date and time options). Do either of these sound better for me to pencil your name in? That way, I have you in my calendar and if something comes up for you or for me, then we can switch the date to a better time."

Guest Event Invitation Script (your weekly meeting, etc.):

"Hello _____, this is _____. Do you have a quick minute? Great! Listen I am so excited we have an incredible guest event on the (date) at (location), and I would love for you to come as my special guest. You would be my face model and just for coming we give away special prizes! Is there any reason why you couldn't come? Great! I will pick you up at (date, time and location)."

Warm Chatter Script (in the grocery store for example):

"Excuse me, has anyone ever given you a business card with Mary Kay? Well, I just couldn't help but notice how beautiful your (skin, eyes, hair, purse, child). My name is _____and I'm looking for a skin care model. I have a huge goal to get 30 opinions of sharp women on our product, and I would just love to have your opinion!

Would it be okay to give you an invitation? (Give her your business card with the next event information on it). Here is my name and number and the information is on the back. What was your name? Nice to meet you. What is a good number to make sure this day works out great for you? Great! | will call you tomorrow to make sure you can attend.

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TAKE THE CHALLENGE

Get some early wins in your business by doing the things that matter in your business: holding appointments, selling the product, and sharing the opportunity.

Perfect / Power Start



Perfect Start

- Hold five skin care parties (with at least three people attending).
- Or have 15 individual faces in 15 days.
- Earn the Perfect Start charm.



Power Start

- Hold 10 skin care parties (with at least three people attending).
- Or have 30 individual faces in 30 days.
- Earn the Power Start charm.



Power Start Plus

- Complete the Power Start **AND** share the opportunity with six people.
- Earn the Power Start Plus charm.

Pearls of Sharing



In your first 2 weeks

- Share the opportunity with three people.
- Earn the earrings.

In your first 4 weeks

- Share with 6 people.
- Earn the bracelet.

Add your 1st team member

- No time limit on when you can earn the necklace.
- When your team member becomes Great Start Qualified, you earn the necklace.

Senior Consultant Pin Enhancer
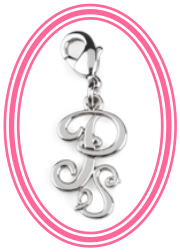


Add your 1st team member and earn this enhancer to go with your Consultant pin to indicate you're a Senior Consultant.

Utilize the fliers on the next pages to help you manage and organize your activity to meet these challenges!

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PERFECT ~ POWER ~ PLUS



Perfect Start

5 parties or 15 faces in 15 days
(party has a hostess and at least 2 guests.

1 _____	2 _____	3 _____
4 _____	5 _____	6 _____
7 _____	8 _____	9 _____
10 _____	11 _____	12 _____
13 _____	14 _____	15 _____



Power Start

10 parties or 30 faces in 30 days
(party has a hostess and at least 2 guests.

16 _____	17 _____	18 _____
19 _____	20 _____	21 _____
22 _____	23 _____	24 _____
25 _____	26 _____	27 _____
28 _____	29 _____	30 _____



Power Start Plus

Complete Power Start Plus AND Share Mary Kay with at least 6 people

1 _____	2 _____	3 _____
4 _____	5 _____	6 _____

Your Name _____ Start Date _____ End Date _____

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Pearls of Sharing

This program was created to reward you for sharing the Mary Kay opportunity. In your first month in business, you can earn these beautiful pearl items:



Earn the:

- **Earrings -** when you share the opportunity with **3 people**
- **Bracelet -** when you share the opportunity with **6 people**
- **Necklace -** when you add your first **Great Start Qualified** team member at any time

Interviews or Guests at Events:

Name / Phone

1. _____/_____
2. _____/_____
3. _____/_____
4. _____/_____
5. _____/_____
6. _____/_____
7. _____/_____
8. _____/_____
9. _____/_____
10. _____/_____

Turn in this sheet to me so I'll know which pearls to present to you

Your Name

_____

New Team Member's Name

_____

Challenge Start Date

_____

I did it! I earned the …

[ ] Earrings
[ ] Bracelet
[ ] Necklace

STAR CONSULTANT

To participate in the Star Consultant program, you must place a minimum of $1,800 in wholesale Section 1 orders during the quarter:

June 16 - September 15
September 16 - December 15
December 16 - March 15
March 16 - June 15

Credit For Team Building:

During the quarter **after** you have reached $1,800 wholesale, each new **qualified** personal team member you add earns you **600 additional** contest credits.

Go to mk.MaryKayIntouch.com and from the main page, select:
Rewards >
Star Consultant Program



Sapphire Star
$1,800 wholesale



Ruby Star
$2,400 wholesale
or

$1,800 wholesale **AND** 1 new qualified team member



Diamond Star
$3,000 wholesale
or

$1,800 wholesale **AND** 2 new qualified team members
or
$2,400 wholesale **AND** 1 new qualified team member



Emerald Star
$3,600 wholesale
or

$1,800 wholesale **AND** 3 new qualified team members
or
$2,400 wholesale **AND** 2 new qualified team members
or
$3,000 wholesale **AND** 1 new qualified team member



Pearl Star
$4,800 wholesale
or

$1,800 wholesale **AND** 5 new qualified team members
or
$2,400 wholesale **AND** 4 new qualified team members
or
$3,000 wholesale **AND** 3 new qualified team members
or
$3,600 wholesale **AND** 2 new qualified team members

Being a Star Consultant each quarter is achieved by holding appointments and selling the product.

When you place wholesale orders to replenish product you've sold, those combined orders during the Star Quarter determine which level you reach.

And during the Star Quarter, any new qualified, personal team members count as well.

WHERE TO FIND IT

Knowing where to find information online can sometimes be difficult. Here are some frequently used resources and where they are located in the MK Intouch site.

Follow this navigation:



MyCustomers
Free digital customer management tool to help you manage customer orders.

Business Tools >
MyCustomers



Mobile Apps
Apps designed to help you reach customers and manage your business.

Business Tools >
Mobile Apps



Social Media
Resources to help you navigate social media and to help boost your presence online!

Business Tools >
Social Media Central



Legal
Information about state and federal laws pertaining to your Mary Kay business.

Education >
Legal Education Module



Events
Current Company-wide events with education, inspiration and motivation

Events >
Events



Online Ordering
Place product orders and purchase party supplies, samples, and literature.

Ordering >
Choose Section 1 or 2



Rewards
See current Company promotions you can win monthly, quarterly, or yearly.

Rewards >
Choose from the list



About Mary Kay
Learn more about Mary Kay Ash, the Company and the museum.

Resources >
About Mary Kay

As you review these resources, you'll also find so many other sections with more and more information you'll need for your business. Make a note of the navigation for later so you can quickly get back to review them later.

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