

# MARKETING OUTLINE

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Consultant Name: \_\_\_\_\_

Cell Ph: \_\_\_\_\_ HOME Ph: \_\_\_\_\_

Email: \_\_\_\_\_ Best Time to Call \_\_\_\_\_

Current Occupation: \_\_\_\_\_

Thank you so much for taking time today and letting us share with you the Mary Kay Opportunity and helping \_\_\_\_\_ with her training. I always find one of three things will happen at the end of our time together, and they are all great! (Stay a good customer, give referrals, or begin a fabulous new business)

## The Agenda:

1. I will ask you a few questions to get to know you better.
2. I will tell you about myself
3. I will share the Mary Kay opportunity.
4. I am going to ask if you have any questions and what your interest level is.

1. If you could describe yourself in 3 words, what would they be?

\_\_\_\_\_

2. What do you like best about what you do? \_\_\_\_\_

3. What would you like to change? \_\_\_\_\_

4. Where do you see yourself five years from now? \_\_\_\_\_

5. If you could create the dream job, what two or three things would be the most important?

\_\_\_\_\_

6. At this point in your life, what do you feel you need and value the most? \_\_\_\_\_

\_\_\_\_\_

7. Thinking of your current job...

...consider it to be a career of a lifetime? yes no

...have flexibility to take time off whenever you desire? yes no

...honestly feel you are paid what you are worth? yes no

8. What are some facts about a Mary Kay career that you would want to know? \_\_\_\_\_

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(If we only had a few minutes, what would be the most important facts, information or questions about the Mary Kay career?)

Share 1 to 3 minute "I Story" Why you started, what you are enjoying most, and you next goal.

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### **What is it that sets Mary Kay apart from the rest of the world...our "STAND OUR FACTORS"**

1. MK is built on the "Golden Rule" and keeping our priorities of God First, family 2<sup>nd</sup>, & career 3<sup>rd</sup> – Mary Kay took God as her business partner.
2. Unique Marketing Plan ...not multi level or pyramid company.
3. Unwavering and steadfast in our principles and integrity
4. Total flexibility...NO territories, sales or time quotas assigned...No Risks...90% Buy Back guarantee on Section 1 products purchased from the company.
5. Unlimited income potential with no BOSS...100% profit on our wholesale purchases = 50% discount on Retail Product. Also, our products are consumable, so we have constant and consistent income from repeat customers!
6. MK praises people to success. Seminars, conferences etc. with stage recognition and Cinderella prizes.
7. Our business is built on relationships... Unique in that we only compete with ourselves
8. Positive and uplifting environment that teaches us how to turn lemons into lemonade.
9. PINK CADILLACS
10. Create a BUZZ everywhere...Mary Kay began facebook in 1963...See a face & Book it!

### **SEVEN KEY QUALITIES OF SUCCESSFUL MARY KAY CONSULTANTS: Are any of these YOU?**

1. **WE ARE BUSY PEOPLE!** Busy people get things done! They know how to prioritize and manage their time- these are great qualities to have when you own your own business. The average consultant (over 75%) works full time and is married with children.
2. **WE ARE NOT "THE SALES TYPE!"** Not pushy or aggressive... but informative. MK is a relationship-building business. We want repeat customers, so being pushy doesn't help, but being helpful, honest and informative does!
3. **WE DON'T ALWAYS KNOW A LOT OF PEOPLE!** In the long run we are never going to build our business with just our family and friends. I started with just \_\_\_\_friends and family and now I have \_\_\_\_\_customers! Everyone you know, knows 5-10 people you don't know and it's those people that will help build your business!
4. **WE ARE FAMILY ORIENTED!** We are motivated by the needs of our families. We don't use our family as an excuse, but as a reason to do well. We want more for your family & want to present a good example to your children.
5. **MANY HAVE MORE MONTH THAN MONEY!!** Meaning the month lasts longer than your money does and an extra \$500 or a \$1,000 per month would come in handy. Therefore, these women would be motivated to make more money. They are goal-oriented and ambitious.
6. **WE ARE HAPPY WITH OUR LIVES BUT ARE LOOKING FOR SOMETHING MORE:** Meaning, we are happy, but something is missing. We don't feel as if our full potential has been tapped in to and we feel as if we are capable of so much more, we just aren't sure of how to get there.
7. **DECISION MAKER!!!** Successful women take advantage of opportunities. We know there is never a perfect time to begin something new. You NEVER have 100% of your time freed up! The lights on the highway are never all green at the same time. We take one step at a time on our own timetables, at our own pace. We know you will never really know unless you try.

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### **AVENUES OF INCOME**

We make our money in 4 major ways:

1. Product Marketing – we buy the product from MK corporate at a 50 % discount and sell it at 100% retail, so we double our money every time we sell products!
2. Team Building – MK corporate shares their profit with us! They send us a 'love check' thanking us for introducing the business to other women. We are not a multi-level company, so we don't 'make money off of' our team members. MK corporate pays us from their profit!
3. Car – when you earn a car as a consultant or as a Director, MK pays for the car, tax, tag and title and most of your insurance OR you can take cash instead of the car! (\$300, \$500, or \$900 per month!)
4. Leadership – MK corporate gives Directors a larger percentage of corporate profit for training consultants.

**\*Tax advantages to owning your own business – lots of write offs!!**

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## **DO YOU HAVE ANY QUESTIONS???**

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### **LET ME TELL YOU WHAT IT TAKES TO GET STARTED!**

1. You will complete an agreement on-line and submit it with payment for your Starter Kit. Your total will be \$\_\_\_\_\_ (\$100 + State Sales Tax + \$8.35 shipping) Your starter kit will arrive in about a week. The Starter Kit has over \$300 in Retail Product, along with all of the training, samples and tools you need to get started.
  2. Start your training and plan your Business Debut.
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Now \_\_\_\_\_,

1. IF YOU DID THIS, WHAT WOULD YOU ENJOY THE MOST & WHAT INFORMATION WAS MOST EXCITING OR NEW FOR YOU?
2. WHAT ASSETS DO YOU HAVE THAT YOU COULD BRING TO MARY KAY?
3. IT TAKES 1-2 HOURS TO HOLD AN APPOINTMENT, HOW MANY WOULD YOU HOLD PER WEEK? (If you need, use the weekly planning sheet here to show how she would have the time)
4. IF I TAUGHT YOU HOW TO DO THIS, COULD YOU LEARN?
5. IS THERE ANY REASON WHY YOU COULDN'T GET STARTED TODAY?

SO, On a scale of 1-10, based upon what you know so far, what is your current interest level in our Mary Kay opportunity? ONE means "I wouldn't do Mary Kay if I was starving to death and had to eat grass!" TEN means "This is DEFINITELY something I want to do!" FIVE is a chicken answer!

1 2 3 4 -- 6 7 8 9 10

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(ONLY DO THIS IF SHE NEEDS MORE TIME!)

Why don't you take the "PILLOW TEST"? Sleep on it and if you go to sleep thinking about Mary Kay, wake up thinking about Mary Kay, think about, "if you should do this" during the day, then trust me, go ahead and give it a shot! You will never really know unless you try! When is the best time for me to call & see how you slept?

If she says NO... \*Now that you know about the MK opportunity, would you be a talent scout for\_\_\_\_\_.

\* Since you are not ready now, would you help me out by being a hostess & earning some free product.

\* Please know that we appreciate you taking time to hear about the MK opportunity.