

FABulous

Consider it pure joy whenever you face trials of many kinds... know that the testing of your faith produces perseverance. Let perseverance finish its work so that you may be mature and complete, not lacking anything. - James 1:2-4



Force

:: AUDACIOUS :: *Bold* :: DETERMINED :: *Fearless* :: FOCUSED :: *Unstoppable* ::

Congratulations and welcome to our unit! Not only have you joined "The #1 Best Selling Skin Care & Color Cosmetics in the US" but you are now a part of one of the best Future National Areas in all of Mary Kay! As your business advisor & mentor, I am here to help you be successful as you build your business. As always, I will match my time 100% with your effort! Stay plugged in by listening to a different Million Dollar Director daily on the Hotline at anytime! 641.715.3900 Code: 26717# & 44336#

I am so excited to work with you as you build your business!

UNIT INFORMATION

The FABulous Force! Unit : LU43
Future Fortitude National Area
Stacy James National Area
Premier Club *PLUS* Car Driving Unit
On the Move - FABulous 50's - Honor Society
& TRIPLE CROWN Achievers!

DIRECTOR INFORMATION:

Chelsey L DeBruin

Independent Sales Director

Started MK Career in January 2003

Began Full Time Career in September 2010

Debuted as a Director February 2011



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WHAT NOW?!?

Complete this list within the 1st 5 days of your business!

1. ___ Let your dreams run away with you and decide what you want out of your Mary Kay business! What are your long term and short term goals? 1 month – 6 months – 12 months
What is the 1st thing you want to do with your profit?
2. ___ Read through all the information in the New Consultant Welcome Packet # 1. Go to www.nsdstacyjames.com & listen to “Inventory Decisions”. Placing your 1st order without all the facts could result in a loss of up to **\$800 in free products**.
3. ___ Go to www.marykayintouch.com to create your password, set up your free MK email, and create your Signature Look. On the homepage, click on the box that says “First Steps” - set up your shopping website, your ProPay account and order business cards. Go to www.vistaprint.com for 250 free business cards.
4. ___ Go to www.fabforce.weebly.com and click on “New Consultants”. Read the info and print all documents to put in a 3 ring binder.
5. ___ Make a list of every woman you know with skin - make a list of at least 75 women! Put a * by the women who are your life POWER Partners! These * women will help YOU accomplish your first goal & earn your Pearls of Sharing Bracelet – Earrings - Necklace by sharing the “Fun Facts” with 10 women **BEFORE your kit arrives!** Just have them listen to the **Fun Facts Hotline 641.715.3900 ext 948380#** & answer a few quick questions on a 3 way call with Chelsey! Bring list to welcome appointment as well!
6. ___ Go to unit site and click on “Calendar of Events”. Our meetings and training events are very important to your success, so mark your calendar with all the training events that you can attend. Decide who you will invite to come with you to your first event. Email Chelsey to RSVP for the events you can attend.
7. ___ Attend your 1st Weekly Meeting. Invite a friend to come along!
8. ___ Open separate checking account for your MK Business to receive your MK Checkbook cover.
9. ___ Begin listening to the New Consultant CD’s from Chelsey and let her know when you have listened to each CD twice. Take notes so YOU can have a more successful business!
10. ___ Start making money! Turn in your first Weekly Accomplishment sheet on Intouch under Business Tools!

“Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.” Mary Kay Ash

Things to consider when making an inventory decision...

“You cannot open a store with a can of tomatoes and a 5 pound bag of sugar!”

It's a known fact that you will sell more when you know you have enough inventory. When you are out of product, you are late getting it to your customers, which means they could go elsewhere to buy it. You may be reluctant to call and service your clients or book classes because you're afraid someone may want something you don't have.

Set yourself up for success by borrowing at a low interest rate to purchase inventory at a profit making level. Isn't it easier to shop at Walmart than a 7/11?

If you're wondering if you really need an inventory of products for your business, keep in mind that when Mary Kay started this company, she tried to eliminate the problems she had encountered in other companies.

One major problem was trying to deliver merchandise after a two week lapse of time. She found that customers lost enthusiasm, and in many cases they completely cancelled the order, is missing the hostess gift and casting a veil of gloom over the entire process. She remedied this situation by establishing delivery the day of the class, realizing that women are particularly anxious to begin using their cosmetics immediately.

One of the greatest merchandising techniques that has put the MK Consultant where she is today is immediate product availability, so it is important that you have an adequate supply of Mary Kay products at your classes, to deliver on-the-spot.

At the skin care class, your guests have a chance to try the product and fall in love with it. They are happy and excited about using it right away, while your instructions are fresh in their minds. Women also tend to be “impulse buyers,” and will often purchase more when they know they can immediately take possession. With adequate inventory, you will:

1. **Have a sales advantage.** Many sales are missed because at the moment of the customer's greatest desire, the product is not available. Clients often “cool” when they have to wait.
2. **Operate efficiently.** A well-balanced inventory ready for delivery tremendously increases the day-to-day operating efficiency of your business.
3. **Avoid extra trips to deliver products to each of the customers who ordered at the class, saving time, money and gasoline.**
4. **Book more classes, resulting in an increase in your overall profit.** (It's hard to book a check-up facial if she won't be using the product for two more weeks.)
5. **Establish your team members' confidence in you.** If they know you have adequate inventory, they will follow your example. The results will be more confidence and enthusiasm, meaning greater success for them, too.

Remember: when an enthusiastic customer has to wait for a post class delivery of the merchandise she has selected, her

enthusiasm wanes, and she may have second thoughts. You can avoid much time and effort by making sure your customers receive their merchandise at the class, while they are “in the mood.” As National Sales Director Dalene White has said so many times, “You cannot open a store with a can of tomatoes and a five pound bag of sugar.” Likewise, you are operating at a decided disadvantage when you do not have enough products in your Mary Kay store to service your customers.

The Business Power Plan

Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you'll want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow depends on it!! Now follow the next 5 steps to make **your** best business decision!!

Step 1: Who Do You Know

Make a comprehensive list of 75 women who know your name and face...family, friend, work associate, acquaintance, neighbor. Also put an * by every name you think would be great in this business-they can help you with your first 10 practice interviews! (Make this list using the "MK Contact List" provided to you in your Welcome Packet)

Step 2: It's Your Time, Invest It Wisely?

I. Facial Party/Skin Care Class

- \$250 average sales
- 3 to 6 people attending
- Takes 2 to 3 hours

II. The Facial

- \$50 average per face sale
- 1 to 2 people attending
- Takes 45 minutes to an hour

| By Holding Weekly... | Gross Profit Weekly... | Gross Profit Monthly... |
|----------------------|------------------------|-------------------------|
| 1 Party & 1 Facial | \$150 | \$600 |
| 2 Party & 1 Facial | \$275 | \$1,100 |
| 3 Party & 2 Facial | \$425 | \$1,700 |
| 3 Party & 3 Facial | \$450 | \$1,800 |

Step 3: How many Faces?

To determine the amount of product you'll need to have on your shelf, let's take a look at the number of faces you'll be working with on a weekly and monthly basis. How many facial parties/facials are you willing to fit into your week?

Facial Parties per Week _____ X avg. of 4 Faces/Class = _____ FACES
 # Facials per Week _____ X 1 Face / Facial = _____ FACES

FACES WEEKLY _____

Total Faces Weekly _____ X 4 Weeks = _____ **FACES MONTHLY**

The company average sale for a NEW Consultant PER FACE is \$50 per face.

Your # FACES MONTHLY _____ X \$50 per face = \$ _____ per month SALES

Your SALES MONTHLY _____ X 50% gross profit = \$ _____ per month PROFIT

Step 4: How much inventory do I need?

\$4200 Order of Excellence _____ FULL Store with All Departments

\$3600 Emerald Star _____ Full Skin Care - Full Color – 3 Specialty Departments

\$3000 Diamond Star _____ Full Skin Care - Full Color – 2 Specialty Departments

\$2400 Ruby Star _____ Full Skin Care - Full Color – 1 Specialty Departments

\$1800 Sapphire Star _____ Full Skin Care - Full Color – 0 Specialty Departments

Step 5: Make a Decision!

Let's talk about your decision, and find a package that's right for YOU and for your BUSINESS!

There are many ways to invest, but here are my favorite options you can use to make your investment!

1. **Get a small personal loan.** Credit Unions & small banks usually have the lowest rates.

2. **Apply for credit.** Call James at Bank of the West at 402-473-0814. Explain that you are with the Chelsey DeBruin Mary Kay Unit & he will assist you with financing. Once you have your financing established we will get you on your way to a successful business with the store level of your choice! US Bank cards are always 0% for either 6 or 9 months just depending on their credit. They can make their payments here or online if they have established a business account or personal accounts. Business accounts are free and with no minimum balances **OR** apply for the Mary Kay Chase Card on Intouch under Order>Exclusive Savings!!

Inventory Planning

Benefits of Full Departments

- Immediate product delivery at skin care classes and facials (spend less on gas & save time & less frustration)
- Consultants who have product are both more committed to their business AND pay off their initial investment more quickly because of that commitment
- Great customer service that keeps your customers coming back to you for reorders
- Anticipating the needs of new and existing customers by having all the appropriate products available
- Start with \$1800 or more WS on first order and earn a Pink Ice Ring
- Star Consultant Status = Star Consultant Prize (see color brochure), recognition & Star Consultant Outing with the girls each quarter

| | | |
|-----------------------------------|--|------------------------------|
| Skin Care Department | Color Department | Fragrances Department |
| | \$4200 Store ALL Departments Open and Fully Stocked | Body Care Department |
| Men's Department | | |
| Limited Edition Department | | |
| Supplements Department | | |

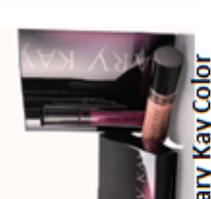
| Level of Inventory | Color Line Products | | | | Specialty Line Products | | | |
|--------------------|----------------------|------------------------|-------------------------------|--------------------------------|--|---|---|---|
| | Skin Care Department | Supplements Department | Color Department | Specialty Department Options | Fragrance Department | Body Care Department | Men's Department | LTD Edition Department |
| \$4200 | FULL Department | FULL Department | FULL Department | 4 Specialty Department Options |  |  |  |  |
| \$3600 | FULL Department | FULL Department | FULL Department | 3 Specialty Department Options |  |  |  |  |
| \$3000 | FULL Department | FULL Department | FULL Department | 2 Specialty Department Options |  |  |  |  |
| \$2400 | FULL Department | FULL Department | Most Popular Colors | 1 Specialty Department Option |  |  |  |  |
| \$1800 | FULL Department | FULL Department | Sample Package/ Limited Color | 0 Specialty Department Options |  |  |  |  |

Ready Set Sell **BONUS** for New Consultants!

| WHOLESALE ORDER | DEPARTMENTS & RETAIL VALUE | COLOR101 GIFT | READY SET SELL BONUS BUNDLES | BIZBUILDER BUCKS CREDIT <small>(credit redeemed on next order)</small> | TOTAL FREE PRODUCT & CREDIT | TOTAL RETAIL ORDER | TOTAL INVESTMENT <small>(figures include avg. interest/taxes/shipping)</small> |
|---|--------------------------------|--|--------------------------------|---|-----------------------------|--------------------|---|
|  Emerald \$4200 | FULL store \$8400 | \$115 <small>(Must be placed w/in 1st 15 days)</small> | 6 \$620 Retail Value | \$125 | \$860 | \$9135 | \$5000 |
|  Emerald \$3600 | 6 Departments \$7200 | \$115 | 6 \$620 Retail Value | \$125 | \$860 | \$7935 | \$4400 |
|  Diamond \$3000 | 5 Departments \$6000 | \$115 | 5 \$525 Retail Value | \$100 | \$740 | \$6640 | \$3600 |
|  Ruby \$2400 | 4 Departments \$4800 | \$115 | 4 \$430 Retail Value | \$80 | \$625 | \$5345 | \$3000 |
|  Sapphire \$1800 | 3 Departments \$3600 | \$115 | 3 \$335 Retail Value | \$50 | \$500 | \$4050 | \$2300 |
| \$1200 | \$2400 | \$115 | 2 \$210 Retail Value | \$35 | \$360 | \$2725 | \$1600 |
| \$600 | \$1200 | \$115 | 1 \$115 Retail Value | \$15 | \$245 | \$1430 | \$800 |

CD 2-12

Product Bundles

| | | | | | | | | | |
|----------|---|----------|---|----------|---|----------|---|----------|--|
| 1 |  | 2 |  | 3 |  | 4 |  | 5 |  |
| | TimeWise Skin Care | | Mary Kay Favorites | | Botanicals Cleanse & Hydrate | | Mary Kay Color | | Botanicals Freshen & Mask |

Color 101

Color 101
a \$115 value - yours free!



MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE): _____ WEEK OF (SEMANA DE): _____

| | SUNDAY (DOMINGO) | MONDAY (LUNES) | TUESDAY (MARTES) | WEDNESDAY (MIÉRCOLES) | THURSDAY (JUEVES) | FRIDAY (VIERNES) | SATURDAY (SÁBADO) |
|-------|---------------------|-------------------|---------------------|--------------------------|----------------------|---------------------|----------------------|
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Auri Hatheway's New Consultant 30 Faces Booking Script

Before you call:

Do 10 jumping jacks or run around so you sound excited, out of breath, rushed and completely different than normal =)

What to say when you call:

"Hi , guest what, guess what, guess what? I just started a new business and I now teach skin care and color cosmetics with the #1 brand in America, Mary Kay. I have a HUGE goal to finish 30 practice faces & makeovers in 30 days and I immediately thought of you. There's no obligation I just need to borrow your face please. I am available 1.____ 2.____ 3.____ date, which one works best for you? (Pause and Silence – wait for their response)

Take it one step further:

Sounds perfect. I just knew that I could count on you to help me out. Thank you for being a GREAT friend. I am so excited to see you on date at time. You know, its just as easy for me to do your face as it is for me to do yours and 2 friends...is there any reason why you couldn't invite your mom and your sister or 2 friends to help me out? (Pause) Thank you so much...you're the greatest. (Then mail her a handwritten thank you/reminder postcard)

What if no one answers?

NEVER, NEVER, NEVER, NEVER, NEVER, NEVER, NEVER leave a message. Wait for them to return the missed call and then say the script. When you leave a message you are adding to someone else's "Things To Do" list and you are setting yourself up for a disappointment if they don't call you back. Just keep calling until you reach them live. =)