

MARY KAY®

## *Welcome to Our Unit*

Congratulations! I am excited to work with you as a brand new Mary Kay Beauty Consultant.

### Unit Information

Unit Name—Cherie's Celebrities

Unit Number—K929

National Sales Director—Sandy Valerio  
Sapphire Division

We have been a unit since 1996 and we are presently a Cadillac Unit for the 4<sup>th</sup> time. Prior to Mary Kay I worked in an office and cleaned houses. I joined as a Mary Kay Beauty Consultant in March of 1994 to earn a little extra money and do something that was my own. I earned my first car (Red Grand Am) from Mary Kay in November 1995 and became a Sales Director in March of 1996.

I have been married to my husband Tim for 37 years. We have three sons, Todd, 35, Jason, 34, and Jeffrey 32. We have 3 grandsons and 4 granddaughters.

Our Unit has been in the following Unit Clubs -

\$300,000 - 1 x, \$350,000—2 x, \$400,000—2 x, \$450,000 -2 x

Our Goal this year is to achieve the Circle of Excellence - \$650,000 Unit Club.

We presently have 2 Offspring Sales Directors  
Robyn Moore & Sharon Metzler-Ruth

Cherie Smith  
7980 Sigmund Road  
Zionsville, PA 18092  
215-679-4637  
267-446-6697 (cell)  
cheriesmk@gmail.com  
www.unitnet.com/csmith



# New Consultant Checklist #1

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## While You Are Waiting For your Starter Kit to Arrive...

Attend your weekly meeting. Bring that friend to your weekly meeting for special recognition.

**Purchase a 3 Section Spiral Notebook.**

Section 1 – Master To-Do-List each week

Section 2 – Prospective customers, hostesses and team members

Section 3 – Notes from training and meetings

**Create your Contact List**

This is a list of 100+ people you know. (Who would you invite to a big wedding? ) Don't prejudge. You will invite these women to be your first practice faces for your Power Start. Put their names in Section 2 of your Spiral Notebook.

**Listen to your Inventory telephone call prior to your 1st training with your director.**

**Watch the following** Please take time to listen to the Inventory Call prior to your first training.

\*Watch [http://youtu.be/9\\_17UmyuMEc](http://youtu.be/9_17UmyuMEc) 13 minute

*Or*

\*Go to the UnitNet website, ([www.unitnet.com/csmith](http://www.unitnet.com/csmith)) New Consultant Training and click on Getting Started to listen to the audio recording.

Do your first order with the guidance and wisdom of your Sales Director. Hundreds of dollars of free products are only available with **YOUR FIRST ORDER.**

**Go to [www.thepinkplan.com](http://www.thepinkplan.com). Fill out the Business Plan. Email your director a copy.**

**Check out the Mary Kay InTouch® Web site at [www.marykayintouch.com](http://www.marykayintouch.com) to register for the following limited-time offers:**

50% off a Mary Kay Personal Web Site with Shopping

Complete your **Signature Look Questionnaire online** prior to placing your first qualifying product order for additional FREE Products.

**MK CONNECTIONS: FREE OFFER...**when you order your Mary Kay Business Kit from MK Connections (Business Cards, Products Labels, etc.) **MK CONNECTIONS can be found at [www.marykayintouch.com](http://www.marykayintouch.com)**

**Make an appointment with your director for your New Consultant Training.**

**In addition to your live training begin the SILVER WINGS SCHOLAR PROGRAM at [www.marykayintouch.com](http://www.marykayintouch.com)**



# New Consultant Checklist #2

## Preparing your Home Office...

- Create a separate workspace for your business.** This could be a separate room, or a corner of a room in your home. THIS IS VERY IMPORTANT. A neat and organized workspace contributes greatly to a happy and healthy business owner.
  - Desk
  - Computer with Printer
  - High Speed Internet if available in your area, otherwise use the fastest bandwidth available.
  - Shelving for your inventory. (Book shelves, hutch, small linen closet with lots of shelves, etc.)
  - Use file folder, accordion file or a paper organizer on or near your desk for your papers/brochures.
  - Cell or home phone with large minute or unlimited plans. Also back-up service in case you lose or damage your cell phone.
  
- \* *Optional:* Some consultants create a BRAIN BOOK that holds papers that they want to keep with them at all times. This would be a 3-ring binder with sheet protectors and pocket holders. This would also hold your spiral notebook.

# New Consultant Checklist #3

## When Your Starter Kit Arrives...

- Save your Starter Kit Box.** *It will make a great presentation one day when you tell audiences all over the world "What you found inside your Starter Kit Box".*
- Double check Starter Kit contents list.
- Read through your Start Earning Now Brochure.
- Begin Reading through your *Start Something Beautiful Magazine*.
- Complete Your First Steps on MaryKayInTouch.com
- Watch DVD

### **SATIN HANDS**

**Step 1.** Squeeze an ample amount of Mary Kay Extra Emollient Night Cream into palm of hand. Massage cream into hands, between fingers, remembering the tops and palms of hands, too.

**Step 2.** Squeeze an ample amount of Mary Kay Satin Smoothie Hand Scrub into palm of hand over night cream. Massage into hands, same as night cream.

**Step 3.** Rinse hands thoroughly under warm running water and dry hands completely.

**Step 4.** Squeeze an ample amount of Mary Kay Hand Cream into palm of hand. Massage hand cream into hands, same as above.

**NOW YOU HAVE SATIN HANDS!**



# MARY KAY NEW CONSULTANT TRAINING

**1st Training set up with director.  
Follow-up Classes Before Monday Night  
Success Meetings at 6:00 pm**

**FOUR SPECIALIZED TRAINING SESSIONS DESIGNED TO HELP NEW CONSULTANTS LEARN THE BASIC ESSENTIALS OF A MARY KAY BUSINESS...**



## **CLASS #1 WHAT HAVE I DONE AND WHAT DO I DO NEXT?**

**DATE:** \_\_\_\_\_

Running an office in your home, Mary Kay Image, Communication Systems, Attitude Management, Business Debut, Booking Your First Parties, Overcoming Objections, Inventory/Money Management, Star Consultant Program, Getting Acquainted with Mary Kay Intouch.



## **CLASS #2 BEHIND THE SCENES OF A SKIN CARE CLASS (PARTY)**

**DATE:** \_\_\_\_\_

A look into what it takes behind the scenes to have a great Mary Kay party. Scheduling and holding appointments, pre-profiling, coaching the hostess.



## **CLASS #3 MONEY MANAGEMENT & ORGANIZATION**

**DATE:** \_\_\_\_\_

Learn what to do with all those papers, Time Management, Submitting weekly accomplishment sheets and Money Management. Customer Service & follow-up, sharing the business opportunity.



## **CLASS #4 YOUR PERSONALIZED GLAMOUR MAKEOVER**

**DATE:** \_\_\_\_\_

Learn how to apply your Signature Look and the color application skills necessary to have a successful Mary Kay business.



# 10 Reasons Why You Should Attend Your Unit Meetings

1. Inspiration from other unit members
2. Recognition for your Achievements
3. Encouragement & support from women who understand
4. Special hands-on training opportunities
5. Ideas for building your business that work
6. Opportunities to develop and improve leadership qualities
7. Product updates and special promotions from Mary Kay Inc.
8. Recruiting opportunities when you bring guests to meetings
9. Positive role models who understand sales, customer service, and ethics
10. They're fun! You'll leave in a good mood.

Mary Kay always said,

“When you’ve had a GOOD week,

the meeting needs You!

When you’ve had a bad week,

YOU NEED THE MEETING!”

*Complete Prize Voucher for attending 5 consecutive meetings*

## Weekly Success Night Information

Meetings Held Monday Nights from 7:00 ~ 8:45 pm—  
Hampton Inn John Fries Hwy, Quakertown, PA—\$5

(\$4 if you have weekly accomplishment sheet, \$2 if you bring a guest)

If you have a guest please arrive by 6:45 to set up.

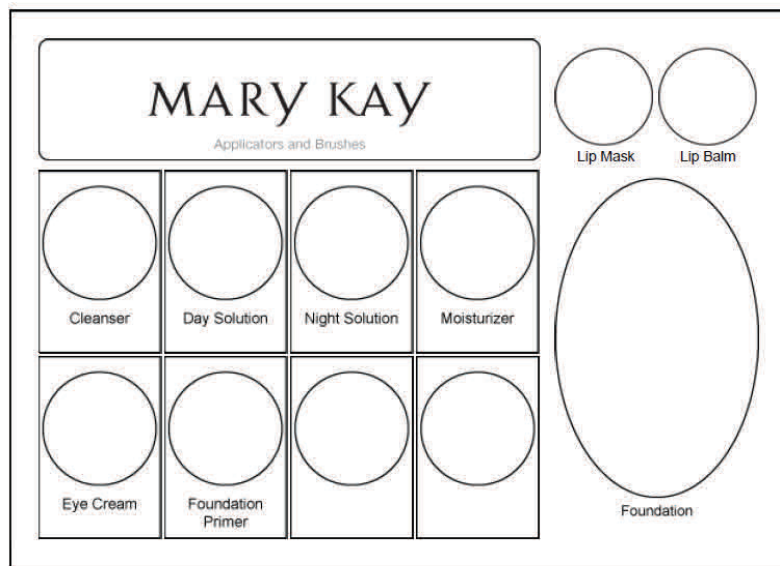
### Set Up for Guests:

Let your director know if you will be having a guest attend with you. Explain to the guest what we wear and arrange to pick her up—explain briefly on the way to the meeting what to expect.

#### Put the following items in a large bag:

- Mirror/tray (face case) with your label on the back
- Disposable tray, facial cloth, profile card,
- Look book, sales receipt, a pen, (stamp your name on all literature)
- Look card or 3 eye colors, cheek color & lipstick sample,
- Eye liner sample, lip liner sample, lip gloss, sponge tip applicators
- 2-3 cotton balls and Oil Free Eye Makeup Remover (labeled)
- Mascara wand & your mascara (labeled)
- Skin care products
- Get Set For Beauty Closing Sheet

(Put the products in the tray in the following order:



Create your own on [marykayintouch.com](http://marykayintouch.com)

\*Please be set up at least 5 minutes prior to the events starting time.

\*Introduce guest to your director and offer her a beverage.

\*\*Satin Lips, Eye Cream, & Foundation Primer are Optional Products



# DRESS FOR SUCCESS...

What to wear to all Mary Kay Appointments and Success Events

Our Company Founder, Mary Kay Ash asked two things of us...  
(1) never break the Basic Skin Care Set, and (2) wear a skirt or dress to all Mary Kay Appointments and Events.



## MARY KAY CONSULTANT

Dress or Business Suit, black or neutral hose when appropriate, and professional dress shoes. Mary Kay logo pin.



## MARY KAY SENIOR CONSULTANT

Same attire as MK Consultant with MK Senior Consultant Enhancer.



## STAR TEAM BUILDER

Black skirt, white blouse, RED Jacket with Star Team Builder Enhancer, black or neutral hose when appropriate, and black professional dress shoes.



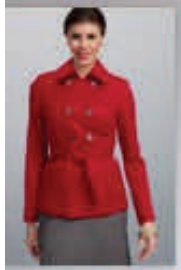
## TEAM LEADER

Same attire as Star Team Builder except Team Leader Enhancer is worn.



## FUTURE SALES DIRECTOR/DIQ

Black skirt, BLACK blouse (DIQ only), RED Jacket with Future Sales Director Enhancer and scarf, black or neutral hose when appropriate, and black professional dress shoes.



**Always pretend that Mary Kay herself is standing at your front door. And everytime you walk out of your house you are going to see her. Would Mary Kay approve of how you look? If not, go back in the house!**

**Dress for the position/income you want to have.**

**Look at your Director and your National Sales Director.**

**And lastly. SMILE!!!**

**Even when you don't feel like smiling. SMILE anyway.**

**Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would you be more likely to purchase-Clean or Dusty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.**



## Booking Your First Parties

### Suggested Dialogue For Your First Appointments

Refer to Objections on page 33 of *Start Something Beautiful Magazine*.

Please make the following scripts your own, practice them so you will be comfortable on the phone.

#### Power Start Booking Script

Hi \_\_\_\_\_, this is \_\_\_\_\_, do you have a minute? I know you're going to think I'm crazy, but I am really excited about what I'm doing now! I just started teaching skin care with Mary Kay! As part of my initial training, I need to hold 10 practice parties in the next 30 days, and I'm calling for your help! Is there any reason why you couldn't invite a couple of friends, either to your home or mine, so that I could practice and complete my training? Great! Here are the times I have available. Which would be better for you? I will send you a hostess packet & I'll call you in 2 days for your guest list.

Hi, \_\_\_\_\_, this is \_\_\_\_\_.  
Guess what? I'm a new Mary Kay Independent Beauty Consultant! I'm really excited and scared to death! I need a HUGE favor and I thought of you because I knew you'd laugh with me and not at me! I've been challenged to facial 30 people in my first 30 days of business. **Is there any reason why** you couldn't have a few girlfriends over for a pampering session? I have a great hostess program and you will get to earn lots of FREE stuff just for helping me get started. What works best for you...during the week or weekends? (correct booking approach)  
Great! I am going to send you a hostess packet and I'll call you in 2 days for your guest list.

*Complete Prize Voucher for Perfect Start and Prize Voucher for Power Start*





# New Consultant Checklist #5

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## Before your First Party or Facial...

*“A party worth booking is worth coaching.” Mary Kay Ash*

- ★ Ideally it is BEST to privately facial a hostess a few days or a week prior to her party, especially if she has never had a facial or isn't currently using MK products. This helps you know what product she wants to earn and what gift she will choose for her **PERFECT HOSTESS GIFT**. (\$200 Sales/2 Bookings and 2 Guests listen to Choices CD)

### Hostess Coaching:

Prepare 10 Hostess Packets & 10 Team Building/Sharing Packets

Some coaching will be given verbally when you book her, however you will want to follow-up with her 48 hours after you book with her to go over her hostess packet and obtain her guest list.

**(Refer to her in all conversations as 'YOUR BUSINESS PARTNER')**

- Find out what she is excited about earning.**
- Review the guest list she gave you.** Encourage her to invite 10 per party. If she gives you 30 names, that is 3 separate parties. When she invites 10, an average of 6 will attend.
- Send** an e-vite invitation..
- Explain the hostess program to her again.** Figure the amount she will want to sell in order to earn her wish list products for free. (Take the dollar amount and multiply by 5. That equals 20%)
- Give her the words to say** when she invites her guests.
- Give her 5 order forms** and ask her to take orders from 5 people who cannot attend her party. (located on the unitnet site in the Training Center—Hostess—Outside Order Form.)
- Coach her on refreshments.** Keep it simple or if she loves to entertain let her be extravagant.
- Send her a thank-you note in advance** appreciating her for helping you in your business.
- Facial your Hostess privately** a few days or a week prior to her party.

**For our 'tech savvy consultants' whose hostesses are all about the internet and social networking:**

- [www.marykayintouch.com](http://www.marykayintouch.com)
- Click on **Education** (at top of page)
- Click on **Hostess Program**
- Click on **Before the Party**
- Checkout the **Beaute-Vite** and creating the **Hostess's** very own **Party Webpage!!**

**Hostess Packets should include the following items:**

- Mary Kay Hostess Brochures—1
- Hostess Letter / —1
- Mary Kay Look Books—2
- Outside Order Forms—5
- Team Building Material from InTouch—1
- Business Card—1



## Before your First Party or Facial continued...

- ❑ Travel with your recruiter and/or director to view one of her parties.
- ❑ Pre-profile all guests using the script on page 42 of the *Start Something Beautiful Magazine*.
- ❑ Practice your instructors guide by rehearsing in front of a mirror. View party tips on [marykayintouch.com](http://marykayintouch.com)—business tools—new consultant tools or education.

*Keep in mind that you will, over the next few weeks, 'rework the words' on your instructors guide personalizing it and making it your own. You want your presentation to be professional however at the same time fun and a reflection of your personality. If you 'fly by the seat of your pants' and do not follow the instructors guide you may still have a successful class, however you just convinced the girl at the table who does not have your personality that she cannot do this. By using an instructors guide (even one you have rewritten) your skill then becomes transferrable to your future recruits.*
- ❑ Practice setting up your table display and trays. *"You never get a 2nd chance to make a first impression. When a guest walks in to your party she should go "WOW!" when she sees how professional and pretty your table looks." NSD Linda Toupin*
  - ❑ Color coordinated placemats or tablecloth or both  
*You can use the facial cloths or dark colored wash cloths.*  
*Want to win a guest over? Allow her to lay her head back in her seat, drape a slightly hot wash cloth over her face just before she removes the cleanser. Trust me she will love you and your products.*
  - ❑ Roll-up Bag with the products you are sampling and for display and close
  - ❑ Individual Goodie Bags for each guest should include: lip sample, a piece of candy and be placed next to her washcloth, headband, mirror with tray, cotton balls, pen and a Profile Card)
  - ❑ Thank-you gift for hostess in beautiful MK paper gift bag with tissue (\$1.00 - \$2.50 item)
- ❑ Hostess uses brush set and gets a personalized look.
- ❑ Practice packing your cases to go to your appointment.

**\*Personalize your tray inserts on InTouch under Business Tools—Build Your Own—Disposable Tray Party Placemat**





# New Consultant Checklist #6

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## After First Product Sale, Facial and/or Party...

By entering each customer in the “myCustomers” business tool at [www.marykayintouch.com](http://www.marykayintouch.com) you are populating a database for future use in customer-related applications.

***This step is very, very important.***

### 1. Enter each customer’s profile into myCustomers at [www.marykayintouch.com](http://www.marykayintouch.com).

- Click on Business Tools (top of home page)
- Click on myCustomers
- Click on New
- Click on Customer
  - Enter the customer's name, phone number, email and click ADD
  - Click on Ok
  - When the customer is displayed, click ADD under address and enter the customer's Mailing address, then click Save
  - You then have the option to click done or next. Done returns you to the customer Profile, next allows you to enter the customer profile information.
  - If you clicked the box on the 1st screen to send the customer an email, they will be Able to complete the profile information themselves
- Click back to customer list in to right to exit and add another customer

### 2. Enter each customer’s sales ticket into myCustomers at [www.marykayintouch.com](http://www.marykayintouch.com)

- Click on Business Tools (top of home page)
- Click on myCustomers
- Click on Customer Orders

### 3. Submit your WEEKLY ACCOMPLISHMENT SHEET online at [www.marykayintouch.com](http://www.marykayintouch.com). Your MK business week ends on Saturday night at midnight.

- Click on Business Tools (top of home page)
- Click on Weekly Accomplishments
- Click on Enter Weekly Accomplishments (instructions located on unitnet in the Training Center under Forms)

**\*Your director and recruiter are always excited to hear about your sales, facials and parties.**



# New Consultant Checklist #7

## After Your Inventory Arrives...

- Read a chapter a day from Mary Kay's Autobiography.** *(Comes as a free gift with your first order)*
- Label your inventory with your product labels, esp. skin care and skin supplements.** *(Order the labels with the business kit from MK Connections.)* I do NOT recommend putting labels on products that would be defaced by a label such as lipstick tubes, most color cosmetics and fragrances.
- Use your name and address stamp to stamp all Look Books, Beauty Books and team building materials.**
- If you have extra funds, consider the following inventory cases from MK Connections:**



**Rolling Tote**  
*(for starter kit and class supplies)*



**Insulated Carrier System**  
*(for carrying inventory to classes)*



**Color Slip-on Case**  
*(for carrying inventory to classes)*

- A fishing tackle box** (from Bass Pro, Wal-Mart or other fishing supply store) is perfect for eye shadows, blushes etc. Also good for samples. Take your product items with you to store to check fit and a tote to carry skin care and foundations.
- Organize and store inventory** both on office shelving and in carriers that you are taking to your appointments. Product can safely be carried in car trunk except in times of extreme heat or cold.
- Discuss with your recruiter or director** how much of each item to take to your appointments.



# BEGIN WINNING NOW!!! NEW CONSULTANT PRIZES...

**Get your Business off to a Super Star Start and  
Win these Prizes.**

**Cut out and turn in each Coupon to your Director to claim your prize!!!**

## I've Completed New Consultant Silver Wings!!!

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Making Time Work for You    | <input type="checkbox"/> Planning Your Work   | <input type="checkbox"/> Start-Up Tools |
| <input type="checkbox"/> Building Your Customer Base | <input type="checkbox"/> Goal Setting         | <input type="checkbox"/> Dialogues      |
| <input type="checkbox"/> Coaching the Hostess        | <input type="checkbox"/> Getting Organized    | <input type="checkbox"/> Next Steps     |
| <input type="checkbox"/> Selling and Inventory       | <input type="checkbox"/> Positive Impressions |   |
| <input type="checkbox"/> Overcoming Objections       | <input type="checkbox"/> After the Sale       |   |

Complete & get a business card holder

Name \_\_\_\_\_

**Coupon #1**

## Consistency

Name \_\_\_\_\_

I have earned my ring for attending 5 Success Meetings in a Row.

List Dates and return to your director.

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ |          |

**Coupon #2**

## I booked 5 parties to be held in a 2 week period



Name \_\_\_\_\_

Coupon #3

I have booked my first five parties to earn my Mary Kay Money Bag.

	Hostess Name	Phone	Date
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____

## Perfect Start



Name \_\_\_\_\_

I have completed my Perfect Start by seeing 15 faces in two week period and earned my Mary Kay Jeweled Calculator  
Turn in completed tracking form and voucher to your director.

Coupon #4

## Power Start



Name \_\_\_\_\_

I have completed my Power Start by seeing 30 faces in 30 days and earned my Mary Kay Tote and Power Start Pin.  
Turn in completed tracking form and voucher to your director.

Coupon #5

## 3 Sharing Appointments



Name \_\_\_\_\_

Names of 3 People I shared the Mary Kay Opportunity with my director:			
	Name	Date	Yes/No/ Maybe
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

Coupon #6

## 5 Sharing Appointments



Name \_\_\_\_\_

Names of 5 People I shared the Mary Kay Opportunity with my director:			
	Name	Date	Yes/No/Maybe
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

Coupon #7

## I Have My First Team Member !!!



Name \_\_\_\_\_

I earned my Pearls of Sharing Necklace by Recruiting my First Team Member.

My New Team Member is: \_\_\_\_\_

Coupon #8

# Your Next Step...

Congratulations!

You have completed your 1st training. Your next step is to book your first 5 parties by \_\_\_\_\_.

Place your inventory order by \_\_\_\_\_ to ensure that you receive your custom look—Mary Kay's welcome gift to you.

Watch the videos located on InTouch before your next training. They are located under Education—Starter Kit/New Consultant Tools—Videos.

Call your director this week and let her know your progress of your bookings and what activity you have done.

*Enjoy the journey!*

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## New Consultant Checklist

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Yes, I have made my inventory decision  
and informed my Director (try to make decision w/in 24 hours)

Date Completed: \_\_\_\_\_

Yes, I have signed on to Mary Kay Intouch [www.marykaintouch.com](http://www.marykaintouch.com)  
(need consultant number to do this)

Date Completed: \_\_\_\_\_

### FIRST STEPS OPTIONS:

Yes, I signed up for my personal website \$35

Date Completed: \_\_\_\_\_

Yes, I have ordered my business card kit  
(add'l cards, stamps, reorder stickers w/phone # and name badge)

Date Completed: \_\_\_\_\_

Yes, I have observed the Skin Care Class videos & read through my  
Instructors guide

Date Completed: \_\_\_\_\_

Yes, I have read the *Something Beautiful Magazine* & completed the  
“Silver Wings” on InTouch

Date Completed: \_\_\_\_\_

Yes, I have made a goal sheet/poster

Date Completed: \_\_\_\_\_

Yes, I have made 8 Hostess Packets

Date Completed: \_\_\_\_\_

Yes, I have booked my first 5 appointments (party 3+)

Date Completed: \_\_\_\_\_

Yes, I have visited the unit website at  
[fabulousfuturearea.weebly.com](http://fabulousfuturearea.weebly.com) , [nsdsandyvalerio.com](http://nsdsandyvalerio.com) (password is  
Innercircle) and joined Cherie’s Celebrities on Facebook

Date Completed: \_\_\_\_\_

Yes, I have opened a separate checking account / savings  
and a debit card attached

Date Completed: \_\_\_\_\_

Sign up for Propay Account to be able to receive Mastercard,  
Visa & Discover payments from your clients (OPTIONAL)

Date Completed: \_\_\_\_\_

Yes, I have attended my 1st unit meeting to receive my  
Mary Kay Pin (Bring a guest to have a makeover!)

Date Completed: \_\_\_\_\_

I have viewed a live skin care party

Date Completed: \_\_\_\_\_

By achieving & completing all of these items plus I have set myself up for success!! I am on my way to making money and  
enriching my life. I am about to live the Mary Kay Dream and get all that this opportunity has to offer.  
I CAN DO IT!!

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

“You begin that journey towards success by following two rules: get started and don’t quit!!”

**\*\* Please complete and return to me ASAP to redeem a special prize. \*\***

**Cherie Smith Future Executive Sales Director**  
**7980 Sigmund Road Zionsville, PA 18092 215-679-4637**  
**Cell # for texting—267-446-6697**