

WELCOME TO MARY KAY & DACIA'S DREAMER'S UNIT!

"Those who are blessed with the most talent
don't necessarily outperform everyone else.
It's the people with follow through who excel."
-Mary Kay Ash

I am so excited for you! I care about your future, and I am committed to your success! I am really looking forward to getting to know you better! Never give up on the dream you have in your heart right now to make a better life for yourself and your family. Mary Kay has changed my life in drastic ways that I never could have imagined. I am honored to help you change yours!

Sincerely,

Dacia Wiegandt

Senior National Sales Director
(305) 970-9023
www.daciaw.com
e-mail: dare@daciaw.com



You might be wondering, what do I do next?

Call Dacia's PINK Start Hotline: 1-605-475-4799

Access code 972054#, and Reference code is #.

After you listen to the New Consultant training, call or text Dacia!

And remember... YOU ARE SPECIAL! Not only is Dacia your Director, but she is also your National! The good news about that is you have an expert and someone who knows everything about the business and helping you move up to reach your dreams! The other part is that you're sharing her with a million people! So make sure when you're calling or texting that it is SPECIFIC, and she will get back to you as soon as she can.



MEET YOUR SR. NATIONAL SALES DIRECTOR

~Dacia Wiegandt~

Path to Directorship:

- Started her Mary Kay Career in July 2001
- Debuted as a Director February 2002
- Earned 9 MK cars: Currently driving the prestigious Pink Cadillac Escalade

Fun Facts about Dacia Wiegandt:

- **Family:** Husband, Karl; Sons, Austin and Mason and baby girl, Addison
- **Favorite Mary Kay Memory:** Becoming a National Sales Director.
- **Prior Occupation:** Teacher
- **Hometown:** Little Rock, AK
- **Lives In:** Miami, FL
- **Hobbies:** Hanging out with family, shopping, & watching movies.
- **My best Asset:** My attitude and the encouragement I give others.
- **Favorite Book:** "The Prayer of Jabez."
- **Favorite Food:** BBQ
- **People May Be Surprised to Know:** I don't like the phone.
- **Favorite quote:** If you will work like MOST people WON'T, you will be able to live like MOST people can't in two years.

Awards:

- Queen's Court of Sharing & Queen's Court of Sales (2002)
- Achieved \$500,000 Circle of Achievement (2003)
- Queen of Sharing for the Emerald Seminar (2003)
- Million Dollar Circle of Excellence (2004)
- Ranked **#2** in Emerald Seminar and **#9** nationwide
- Achieved runner-up to the Queen's court of Sharing for the Emerald Seminar (2004)
- Achieved \$1.05 Million (now a two-time million dollar Director, 2005)
- **#1** Director in the Emerald Seminar and **#6** nationwide
- Dacia has earned over 2 million dollars in earnings with Mary Kay

**DEBUTED AS THE YOUNGEST MILLIION DOLLAR
AND NATIONAL SALES DIRECTOR IN COMPANY HISTORY!**

MARY KAY CONTACT LIST

Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion and allow you to practice on them. Literally write down everyone that comes to mind to people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives and people you come into contact with that you might not even know their name.

Potential Hostess	Potential Team Member	Name	Phone #	Relationship
<input type="checkbox"/>	<input type="checkbox"/>	1. _____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	2. _____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	3. _____	_____	_____
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<input type="checkbox"/>	<input type="checkbox"/>	23. _____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	24. _____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	25. _____	_____	_____

Potential
Hostess

Potential
Team Member

Name

Phone #

Relationship

26. _____

27. _____

28. _____

29. _____

30. _____

31. _____

32. _____

33. _____

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40. _____

41. _____

42. _____

43. _____

44. _____

45. _____

46. _____

47. _____

48. _____

49. _____

50. _____



IN ADDITION TO THE OBVIOUS...

Your immediate family,
in-laws, cousins, neighbors,
friends & work associates,
what about the person...



- ... from your old job?
- ... from school or college?
- ... you know from your favorite sport or hobby?
 - ... from your child's activity?
 - ... from your church?
 - ... from community activities?
 - ... from whom you rent?
 - ... to whom you sold a house?
- ... who checks you out at the grocery store?
 - ... who helps you at the cleaners?
 - ... that you met on vacation?
- ... who checked you in at your last hotel?
 - ... who gives your child lessons?
 - ... who cuts your hair?
 - ... who fills your prescriptions?
 - ... who leads the PTA?
 - ... Girl / Boy Scouts?
- ... who works at the desk at the health club?
 - ... who booked your last vacation?
- ... that you met through your husband / significant other?
 - ... who sells baskets? candles?
 - ... who bought a house last on your street?
 - ... who is your bank teller?
 - ... who is your florist?
 - ... who was your nurse at the office / hospital?
 - ... who was your maid of honor?
 - ... who was your cleaning lady?
 - ... who you met in the grocery / bank line?
 - ... who was the bride you saw in the newspaper?
- ... who is your child's / your friend's child's teacher?
 - ... who is the secretary at your work / school?
 - ... who sells you your clothes?
 - ... who sells you your shoes?
 - ... who sold you your glasses?
 - ... who is the wait sta- at your favorite restaurant?
 - ... who you met at your last business luncheon?

NEW CONSULTANT

Steps to Success



1- Connect

Sign up for Voxer- free App on your phone. Add Dacia and Lauren as a contact. Dacia: nsddacia Lauren: laurendg
Download the DARE Area App on your phone. Username: 01 Password: 01



2- Set Up

Get your business set up. Log onto www.marykayintouch.com
a- set up your free e-mail
b- complete your custom look
c- order your website
d- order your business card kit
e- set up your ProPay account (to process credit cards from your customers)

3- Listen & Watch

a. New Consultant Orientation- 605-475-4799 access code 972054#, reference code #
b. <https://youtu.be/2ucHuE7gsP0>



4- Review

Read and review your Welcome Packet

5- Communicate

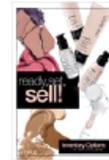
Let Dacia, your recruiter and Lauren know your goals- this helps us work with you!
Full-Time consultant= 3-5 parties/week Spare-Time consultant= 1-2 parties/week
Leadership? Car? Extra \$?

6- Create

Write out your wedding list. List of women you would invite to your wedding. Don't pre-judge!
These are the first women you will ask to help you in your business

7- Decide

Decide which inventory package is best for you.
a- watch the video
b- decide on your package
c- contact Dacia or Lauren with questions and your decision
d- listen to the audio on the DARE Area App- "Tips 2apply 4 MK Chase Card"
e- know your deadlines. 1st custom look bonus expires 15 days after you sign your agreement. 2nd package bonus expires the last day of the month after you sign your agreement



8- Attend

Go to your weekly meetings! So important to stay connected, learn live and get inspired. If you are not local, we will find a meeting in your area. Give us at least 5-8 zip codes surrounding your area to help us find you a local meeting.

9- Watch

Watch the skin care class video on the DARE Area App under training/ skin care classes.

10- Book

Get your Power Start rolling! Book 20 parties to hold 10 in your first month.



11- Decide

Choose which #DareNextGen group you will be in. You can find this on the DARE Area App under Promotions or on www.daciaw.com in the right side column.

#DAREnextGen

12- Get Organized

Listen to these two calls to be ready after your first week of parties.
a- Weekly Accomplishment Sheet- 712-432-1219. ID: 252-361-355# reference #. This will help you keep your sales organized
b- MyCustomers- 712-775-7029. ID: 715-294-527# reference #. This will teach you how to use MyCustomers on In-Touch as your virtual assistant!

13- Be Accountable

Send Dacia, your recruiter and Lauren the results and actions of #1-12. This will help us keep you on track and show us how to work with you.



Dacia Megandt
Senior National Sales Director
(305) 970-9023
www.daciaw.com
e-mail: dare@daciaw.com



LET'S STAY IN TOUCH!

Communication determines the healthiness of all relationships. I take my role as mentor and encourager very seriously, and work closely with the Consultants who are "in my face"! I want to be sure you're aware of all the great ways for us to stay in touch, so you can always get the training and support you need to head straight to the TOP!



This is how we do it! I LOVE using Voxer and invite you to join me! My username is [nsddacia](#). Visit the App Store on your phone and download the app today so we can communicate quickly!



Do you have an email address? Several times a week, I send training and informational messages out to our unit members via email. This also includes the monthly calendar with our area's schedule of events. My email address dare@daciaw.com or dareoffice@daciaw.com. You will want to check your email daily!



Like my Facebook fan page! This is where I post information for all of my Mary Kay friends and DARE Area consultants & directors. You can log on to Facebook and search me by [Dacia Wiegandt-Senior National Sales Director, Mary Kay](#) or type the following URL into your Internet browser, <https://www.facebook.com/DaciaWiegandtSNSD>.



We have our very own unit website that you can visit at www.daciaw.com. It is updated regularly with tons of valuable information for you and your business!



Our company website is phenomenal! Go to www.marykayintouch.com. Enter your Consultant number and password to gain access to TONS of information. Plus, you can do your own orders online! The "LearnMK" icon on the home page will take you to the main training area. Click on the icons that interest you! You can also sign up for your own website for half-price as part of your First Steps!

IMPORTANT MARY KAY NUMBERS & WEBSITE INFO.

InTouch help or personal website help: 1-800-272-9333

Career Car Inquiries: 1-800-545-4347, Ext. 8



Director Services: 1-800-545-4347

Consultant Records: 1-800-545-4347, Ext. 9

DIQ Department: 1-800-347-7666



MK Website-

Our company website is phenomenal! **Go to www.marykayintouch.com**. Enter your consultant number and password to gain access to TONS of information. Plus, you can do your own orders online! The Education section on the homepage will take you to the main training area.

Mary Kay Travel: 1-800-627-8777

Mary Kay Credit Card Approval: 1-800-216-1129

ProPay Debit/Credit Card Transaction Account: 800-630-8115

MK Connections: Business Cards & Business Gear: 1-800-627-9577

Preferred Customer Program: 1-800-545-4347, Ext. 5



Prize Distribution:

1-800-545-4347, Ext. 4

IMPORTANT DACIA'S DREAMERS NUMBERS & WEBSITE INFORMATION

Why Start a Mary Kay Business Marketing Video

Go to www.daciaw.com, click on MK Opportunity

DARE Area New Consultant Training Hotline:

Call: (605) 475-4799 Access Code: 972054# *Reference Code is "#". (English)

Call: (605) 562-3099 Access Code: 1053601# *Reference Code is "#".(Spanish)

DARE Area Listen for a Lip Gloss Marketing Hotline:

Call: (605) 475-4799 *Access Code: 784852# *Reference Code is "#". (English)

Call: (641) 715-3800 * Access Code: 73121# *Reference Code is "#". Spanish)

DARE Area Website Access:

To access Independent Beauty Consultant Sections of www.DaciaW.com
use the password: dreambig. For all other sections, please contact the Dare Office.
This website is full of information and training for you to use! Don't miss out!

DARE OFFICE CONTACT INFORMATION:



Belitza Hernandez
Office Manager
Dare Office: 305:252-2707
Dare Office Email:
dareoffice@daciaw.com



Lauren Gannon
Unit Manager
mom2eandt@gmail.com
Cell: 508-353-3080
Voxer Id: laurendg

Income-Producing Activities Weekly Tracking Sheet for Consultants

Name

Week of

**Do you want results from your Mary Kay business?
More Money? Earn the use of a career car? Independent Sales Director?**
Then you'll want to concentrate on these income-producing activities on a weekly basis.

- A - 1 skin care class/collection preview (minimum \$100 retail / 3 faces)
- B - 2 facials or on-the-go appointments (minimum \$100 retail / 3 faces)
- C - 2 new bookings
- D - \$100 retail in customer service, Web site or brochure sales
- E - 1 marketing tape follow up with questionnaire completed
- F - 1 team-building interview with questionnaire completed
- G - 1 guest to a unit meeting - stay for marketing presentation
- H - 7 new names and numbers
- I - 1 new team member

What's Your Goal:

1. In the spaces below, type the letter of each activity as you complete it.
2. A variety of activities are suggested, but you'll want skin care classes / collection previews to be your first priority!
3. Submit this sheet along with your Weekly accomplishment Sheet and any other supporting material on a weekly basis.

Are you a part time Beauty Consultant?	Are you a full-time Beauty Consultant?	Do you want to earn the use of a car or be a Sales Director?																																				
<i>Complete any 5 activities or 1 per day</i>	<i>Complete any 10 activities or 2 per day</i>	<i>Complete any 15 activities or 3 per day</i>																																				
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Did your activities support your goal this week?

The idea for this form was provided by Independent National Sales Director Bett Vernon

Mary Kay Weekly Plan Sheet

Name: _____

Week of : _____

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

6:00

7:00

8:00

9:00

10:00

11:00

12:00

1:00

2:00

3:00

4:00

5:00

6:00

7:00

8:00

9:00

10:00

WEEKLY SUCCESS EVENTS

You want to be where your National is!

Monday Night Live

Receive training from your
Sr. NSD Dacia Wiegandt!

***Remember to wear Mary Kay Attire**

7 p.m. @ Studio Pink

10200 NW 25 Street, #109 Doral, FL 33172

This is your most important Full Circle
appointment of the week!

There truly isn't a better way to

"Learn while you Earn."



Studio Pink & Event Etiquette

- \$6 for the event or \$20 for the month! A monthly meeting card is sold at the start of each month at the front desk.
- Mary Kay attire is required at all events. This means white shirt, black skirt, and heels. NO PANTS ALLOWED! You will love bringing guests to a professional environment!
- Children are not permitted under any circumstances to any event.
- Please introduce your guests to me as they arrive and allow me to say good-bye before they leave.
- Your Weekly Accomplishment Sheet must be submitted in order to participate for recognition!
- Live Skin Care Class / Consultant Training
- Meet our Models & Sharing the Business Opportunity

Dare Area Google Hangout with your NSD

First Wednesday of every month @ 9:30 p.m. EST (Eastern Standard Time)

New link is emailed out every month

Get in your PJs, grab a snack, a pen and paper
and watch your DARE National train you!

EXEMPLIFYING THE MARY KAY IMAGE

***With each career level,
you change business attire and pins.**



Mary Kay Consultant - Dress or Business Suit, black or neutral hose (optional) and black dress shoes.

Mary Kay logo pin.

Mary Kay Senior Consultant - Same attire as MK Consultant with MK Senior Consultant Pin Enhancer.

Star Team Builder - Black skirt, white blouse, Red Jacket with MK Star Team Builder Pin Enhancer.

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

Grand Achiever - Same attire as Team Leader parked proudly in that brand new car!

Future Sales Director / DIQ - Black skirt, Black blouse (DIQ only), Red Jacket with Future Sales Director Pin

THE LADDER OF SUCCESS PIN

designating Star Consultant status and the Power Star pin may be seen on any MK Consultant or Director. These pins can be awarded at any career level as they are earned. Taking pride in your appearance and the

way you started 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.



FASHION ETIQUETTE:

MEETING ETIQUETTE:

1. Always arrived 10 to 15 minutes early to all events, meetings and appointments.
2. Mary Kay attire should be worn to all business meetings, events, etc.
3. Arrive with 100% positive attitude and language.
4. Try to bring guests to all events. They deserve it!
5. Socializing with fellow consultants should be done before and/or after meetings or events.
6. Talking and disrupting the meetings are rude and disrespectful to the speaker and/or Director.
7. Chewing gum during meetings and/or events is distracting. Mints and/or hard candy are suggested.
8. Electronic devices such as cell phones should be silenced during meetings and events. Excuse yourself completely before placing or answering a call.
9. Children should not be brought to meetings and/or events unless they are over the age of 18 and/or a recruit prospect. Talk to your Director regarding nursing infants.
10. Cheer and applaud in the same manner you would like others to applaud or cheer for you

1. Wear hose that are the same color as the hem line or a neutral or natural color.
2. Wear shoes that match or coordinate with business attire.
3. Shoes should never be lighter than the color of hem line. (Ex. Don't wear white shoes, white hose and a black skirt.)
4. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, etc.
5. Purse or briefcase should be professional looking. Black or neutral color such as brown leather will look more professional.
6. Wear a hair style that compliments your facial features. Preferably an up to date style and o- your face. Have you received a compliment recently? If not, consider a different hair stylist.
7. Even though fragrance is a part of our business, it should be subtle. A lot of customers and fellow consultants are allergic or bothered by strong fragrances.
8. Nails should be clean and well manicured. Nail color should match your attire or a clear nail polish should be applied.

CHOOSE TO PROMOTE YOURSELF AND MOVE UP THE MARY KAY CAREER PATH!

I'm a Senior Consultant!



Name _____ Date _____

Earn your Senior Consultant Enhancer when your first new Team Member places her initial order! You are a brand new Senior Consultant! Congratulations!

_____ I recruited my first team member. Her name is _____

_____ She placed her initial wholesale order of \$_____ on _____

I'm a Senior Recruiter!

Name _____ Date _____

Earn your Red Jacket Poster and Red Jacket Order Form you add your second active team member who places her first initial order! Now you are a brand new Senior Recruiter! Keep it up!

_____ I recruited my second team member.

Her name is _____

_____ She placed her initial wholesale order of

\$_____ on _____



I'm a Star Team Builder!



Name _____ Date _____

Earn your Star Team Builder Enhancer when you add your third active Team Member and she places her initial order. This will make you a new Star Recruiter and eligible to wear the elite Mary Kay Red Jacket!

_____ I recruited my third team member. Her name is _____

_____ She placed her initial wholesale order of \$_____ on _____

I'm a Team Leader!



Earn your Team Leader Enhancer when you add your fifth active Team member and she places her initial order. This will make you a new Team Leader and eligible to enter qualifications for your first Mary Kay Career Car!

_____ I recruited my fifth team member. Her name is _____

_____ She placed her initial wholesale order of \$_____ on _____

I'm a Future Sales Director!

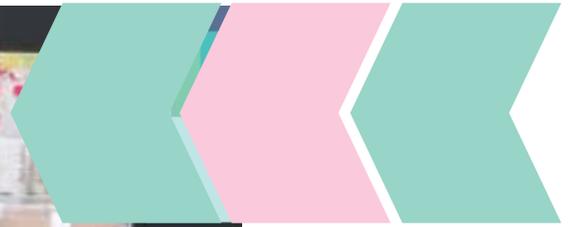
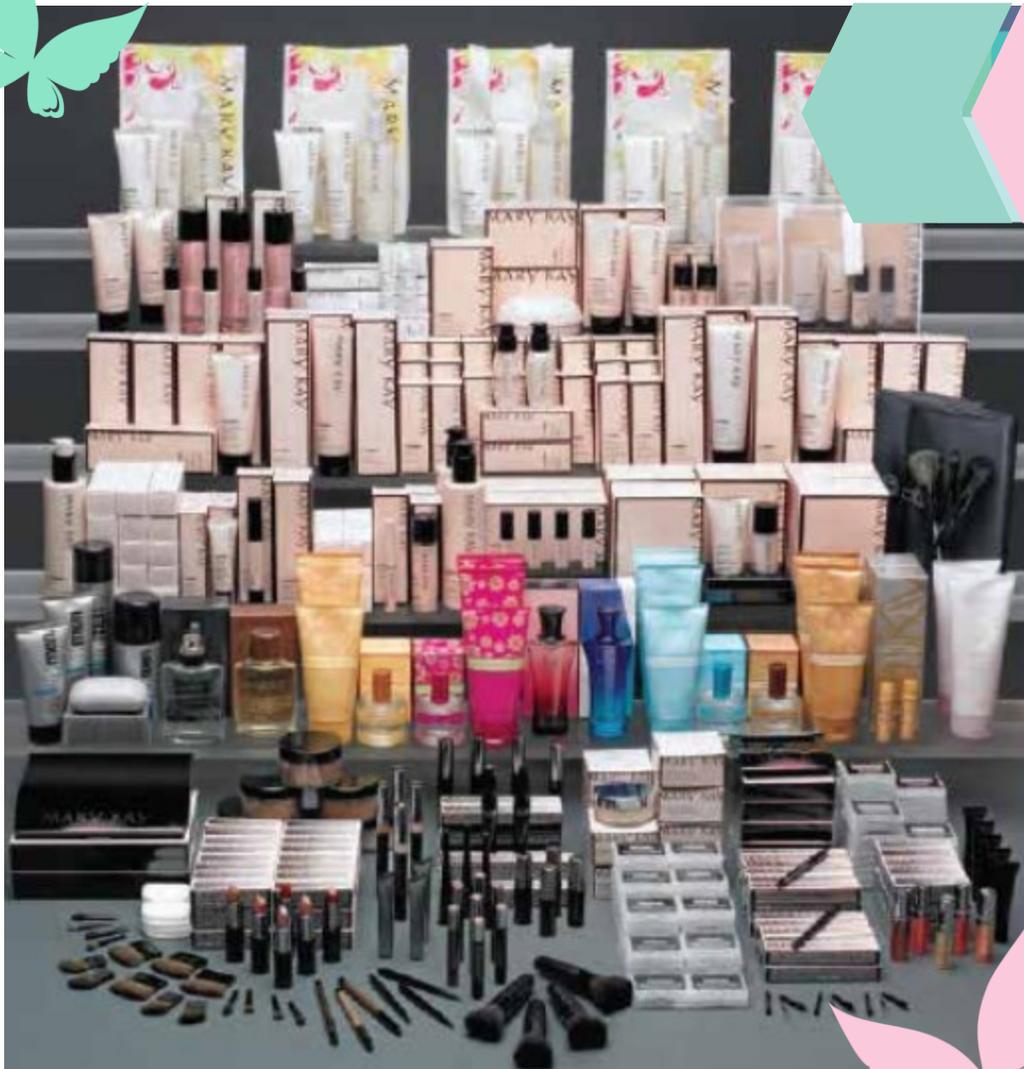


Name _____ Date _____

Earn your Future Sales Director Enhancer when you add your eighth active Team Member and she places her initial order. This will make you a new Future Sales Director and eligible to enter qualifications to become a Sales Director!

_____ I recruited my eighth team member. Her name is _____

_____ She placed her initial wholesale order of \$_____ on _____



DON'T MISS OUT ON OVER
\$800 IN FREE PRODUCTS!



INVENTORY

Please talk with Dacia before placing your First order. Placing your first order without all the facts could result in the loss of up to \$800 in FREE products!

If Dacia has not personally contacted you when you are ready to order, please contact her at 305-970-9023 or email her at dare@daciaw.com.

She will create an order designed especially for you and your future customers.

YOU CANNOT OPEN A STORE WITH A CAN OF TOMATOES AND A 5 LB. BAG OF SUGAR!

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 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 invariably, customers lost enthusiasm and in many cases, they completely cancelled the order, diminishing 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 Mary Kay Beauty Consultant where she is today, is the immediate product availability, so it is very 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 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 you 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.

SUCCESS = YOUR PERSONAL USE

My Travel Roll Up Collection

POCKET #1

- TimeWise Cleanser
- TimeWise Age Fighting Moisturizer
- Foundation
- Day / Night Solution
- TimeWise Eye Cream (Age Fighting or Firming)
- TimeWise Targeted Action Toning Lotion

POCKET #2

- Black Compact & Brushes
- 3 Mineral Eye Colors
- Mineral Cheek Color
- Lipstick
- Lip Gloss
- Lip Liner
- Eye Liner
- Mascara
- Lip Primer



POCKET #3

- Indulge Soothing Eye Gel
- Oil Free Eye Makeup Remover
- Oil Free Hydrating Gel or Intense Moisturizing Cream
- Microderabrasion Set

POCKET #4

- Satin Hands
- Satin Lips

ADDITIONAL ITEMS

- 2 Black Compacts Filled
- 2 Additional Eye & Lip Liners
- 1 Brow Pencil
- Concealer
- Facial Highlighting Pen
- 4 Colored Lip Glosses
- Fragrance Set
- Professional Brush Set



AS A BRAND NEW BEAUTY CONSULTANT, YOU'LL WANT TO MAKE SURE THAT YOU ARE USING 100% MARY KAY PRODUCTS FROM HEAD TO TOE!

You will find that you will sell what you use. It helps you to feel confident in how the products work, order of application and their benefits. If you are not currently using every product in the Travel Roll Up Bag, then this will be a good place to start. Use the worksheet below to figure out what you need. I want you to have the success you deserve right from the start of your business and it starts with YOU!

Step 1 - Toss out all "other brands" in your cosmetic and skin care wardrobe! (Nothing is worse than having someone ask you what color your lipstick is and having to tell the it is brand "X".)

Step 2 - Look at the "Personal Use" products to the left. Check off all Mary Kay products you currently use. Then take the current Look Book and go shopping for any unchecked items!

Foundation:	Mineral Cheek Colors
Powder:	1.
Mineral Eye Colors	2.
1.	3.
2.	Lipstick Colors
3.	1.
4.	2.
5.	3.
6.	Lip Gloss Colors
7.	1.
8.	2.
Concealer:	3.
Eyeliners Colors	4.
1.	Lip Liner Colors
2.	1.
Brow Pencil:	2.
Mascara:	3.
Fragrance Choice:	

DARE AREA

Perfect Contest

You choose what level: Perfect 15! * Perfect 10! * Perfect 6! * Perfect 3!

15

Complete a Perfect 15

(15 parties, 15 interviews, \$1,500 w/s)

One-on-one, 20-Minute Coaching Call with your NSD, Dacia Wiegandt

Earn the DARE Butterfly Pin (If you haven't already)

Name & Picture in the Area Newsletter and on Daciaw.com

Gift from your director

AND you're ON-TARGET for STAR

10

Complete a Perfect 10

(10 parties, 10 interviews, \$1,000 w/s)

Earn the DARE Butterfly Pin (If you haven't already)

10-Minute Coaching Call with your NSD, Dacia Wiegandt

Name & Picture in the Area Newsletter and on Daciaw.com

Gift from your director

AND you're ON-TARGET for STAR

6

Complete a Perfect 6

(6 parties, 6 interviews, \$600 w/s)

Name & Picture in the Area Newsletter and on Daciaw.com

Gift from your director

AND you're ON-TARGET for STAR

3

Complete a Perfect 3

(3 parties, 3 interviews, \$300 w/s)

Name in the Area Newsletter and on Daciaw.com

***A party is considered 3 people including the hostess and \$200 in sales.**

***You must hand in each potential recruit's name and phone number to your Sales Director to Qualify.**

***Those who complete the Perfect Contest will get special seating, treatment and recognition at area events.**

POWER START SCRIPT

Hello _____. Do you have a quick minute? I don't know if I told you, but I just started my brand new business with Mary Kay (or if you re-started you could say that), and I'm so excited. I have this huge goal that my director gave me. She said I need to do 30 faces in the next two weeks and she told me to call all the sharp woman I know, and I immediately thought of you and how you could help me with this goal. You don't have to buy anything. I just need your help. I will have a special gift for you just for helping me. Can you help me this week or next? Next, great, I have Monday, Friday, and Saturday. What's the best day for you? Saturday? Great! Morning or evening? Evening, great! 4-6 p.m. or 7-9 p.m. etc....

_____, thank you so much for helping me with this goal. Now, remember it's just as easy to do your face as it is to do a few friends. If you can help me and get a few friends together you will receive our hostess gift and up to \$100 in free product according to how many women you have at your party. We can just do you, but it is always more fun with a few friends. So, do you think you could think of some women that would come? Great! You think of those name and then I will call you in a few days to get the list of ladies you want to come so I can put together goodies bags for them.

- **Reconfirm the date, day, and time.**
- **Follow-up with a Thank You note, E-card, hostess packet, call to get guest list, and call to confirm and get directions to house.**
- **You can't follow up enough!!!**

"PARTY WITH A PURPOSE" SCRIPT

Hi _____, this is Mary, do you have a quick minute? I'm so excited, (I have just started or re-started my business) with Mary Kay, and our company has challenged us to do "10 parties with a purpose" and my purpose is raising money for (Mary Kay Ash's Breast Cancer Society, Cancer Society, Domestic Violence, whatever moves you). Every face I do I will donate a dollar and you will receive a FREE gift and when you do a "Party with a Purpose" you will receive \$100 in FREE product, and I will donate 10% from the party to our foundation. Can you help me this week or next? This will help me sooo much with my goal.

DASH OUT THE DOOR SKIN CARE CLASS

Pre-Profiling

Always Pre-Profile your guests once you have your names from your hostess.

- Have your customer profiles in hand and call each guest and go down the profile.
- "This is Amber and I'm the consultant that will be helping Leigh Ann with her "girl's night out on Friday". We are going to have a great time and I will be giving away a lot of free stuff but I wanted to ask you a few questions quickly so that I will have everything ready for that night."
- You will then go down the profile quickly and fill it out as you go. That is one less thing she will have to do when she comes for her pampering.

Starter Kit

- Be sure to pack everything on the attached Skin Care Class Supply list
- Arrive in a neat, organized manner. Do not be the "bag lady"! They won't want your job if you seem flustered. Be sure to look and act professional when first entering the home.

Before the Class

- Arrive at your consultant's home 30 minutes prior and please be organized. Come in the door empty handed so that you do not look like a tornado passing through with all your bags. Greet her and decide where you will be setting everything up.
- Remember to have a separate place set aside to do your "closing" after the class. This will be away from the refreshments and you will want to place your look books here and your calculator as well as your date book and moneybag.
- Set all your mirrors and trays up and include a Beauty Book and headband at each setting. You will also have the profile card at each table as well. These are your "place cards" and are already filled out for each guest. You will also want to place a sponge and cotton ball on each tray for your guest.
- You will then do Satin Hands on your hostess and explain to her how to do this in case things get busy later and she can assist you with that. It also shows her how easy our jobs are.
- While you are doing the Satin Hands with her, you can begin with the 4 point recruiting plan.
 - *"Leigh Ann is there anyone coming today that might be good at what I do?"*
 - *"Well you never know, it might be something you would be great at. You are so sharp and have beautiful skin. A little extra spending money never hurt anyone, right?"*
- As guests arrive greet them and match their foundation. You will then show them their seat and place their products in their trays for them.
- Let each guest try Satin Hands and then they can go and rinse their hands. If you would like to let them try the microdermabrasion on the back of their hand before the class begins. Tell them you will explain all the benefits of the microdermabrasion a little later in the class.

The Class



Welcome everyone and thank them for coming. Recognize your hostess.

- Shower her thanks and praise!
- Make her feel special because **without her there would be no class!**
- If you **treat her like gold** it will make others want to host as well!



Explain that this is the first of two appointments

- This class will focus on skin care to help them get their skin in shape.
- They will then book a follow-up with you to get a customized glamour look.



Ask everyone to fill out the Customer Profile Card

- Make sure they fill the Customer Profile Card out entirely.
- Tell them you will use it to add them to a Preferred Customer Program to receive catalogs and product samples!
- Explain that the husband phone number is for you to call on holidays to help him gift shop.



Pick up Beauty Book

- Just like in school you have books in class. This is a skin care class and this is our learning book!
- Open to page 2 and have someone read...
- Quickly go over highlights such as Golden Rule, Company Philosophy, Mary Kay's story, etc.



Timewise Miracle Set

- #1 bestselling brand for over 11 years!
- All products in the line are anti-aging!
- Good news is that if you don't have wrinkles you can prevent them from happening!
- Bad news is that you can't get rid of wrinkles you have but you can make them less noticeable!
- o 5 steps to every skin care program: Cleanse, Exfoliate, Freshen, Moisturize, Protect



3-in-1 Cleanser

- Scoop up with ring and middle fingers and rub in with upward outward motions.
- Use this every morning and night to cleanse face of dirt, oil, and makeup.
- Beads gently exfoliate!
- Freshen pores. A lot of skin care lines have a toner or astringent. MK eliminated this step by including that in the cleanser!
- Creamy with pink beads=normal to dry skin
- Gel with blue beads=combination to oily skin



Eye Firming Cream

- This is an amazing eye cream product!
- Minimizes fine lines and wrinkles
- Lightens dark circles
- Pay close attention to corners where crows feet will develop.
- You can even cheat and put it on your forehead to prevent brow lines and the corners of your mouth to prevent laugh lines!
- Eye creams are specially formulated to go under eyes.
- Eye area is only area where you don't have glands so the product has no place to go.
- If you put something under your eye that isn't an eye product it lays on top of your eye and slowly works its way off your face during the day and can leave your eyes red and puffy.



Day/Night Solution – Dynamic Duo – Facelift in a Jar

- Scoop up with ring and middle fingers and rub in with an upward outward motion.
- Be sure to avoid under eye area.
- Day Solution to be worn in the morning
- Has SPF to protect from UVA/UVB rays
- Vitamins and nutrients to help tighten and tone face during the day
- Night Solution to be worn at night
- Nutribeads burst open when pumped, and they release a fresh set of vitamins and nutrients that work overnight while you sleep to leave your skin tightened, toned and refreshed.



Moisturizer

- Scoop up with ring and middle fingers and rub in with upward motions.
- Be sure to avoid under eye area.
- Everyone has excuses why they do not need it.
- People with dry skin think “It will make me break out.”
- If you are breaking out your skin is lacking moisture.
- People with oily skin think they will get more oily.
- If your skin is oily it is overproducing so you need to get the right balance of moisture into it.
- The trick is to use moisturizer that is specifically formulated for oily/dry skin.



Foundation

- Foundation isn't just part of your color regimen, it's part of your skin care.
- You work hard to keep healthy skin, but you need a barrier to protect your pores.
- Foundation puts a layer on your pores to protect them.
- Even if you don't like foundation, try ours. Most people find it very light, and it feels great!
- If you do not wear foundation, all of the cigarette smoke, air pollutant, etc., that you come in contact with during the day will seep into your pores.
- It's Buildable – You can put more than one layer on and it will not crack or cake!
- It's Nontransferable – which means it will not rub off on your shirt!
- Set foundation with powder – apply with downward strokes



Recap

- Cleanse, exfoliate, freshen, moisturize, protect
- Never mix product lines
- Stick with it for 6-8 weeks
- If you have tiny breakouts around week 2 or 3...Keep with it!
- Refer to Beauty Book percentages and photos



Dash Out the Door Look

- Eye shadow
- Mascara – smart wiper technology, wiggle from side to side as you apply to make lashes thicker, go straight out to lengthen, never share eye products, replace mascara every three months
- Bronzer – use instead of cheek color, two finger lengths between the nose and color, apply along cheek bone, **talk about brush set while they are applying**
- Lip gloss
- Turn to person next to you and give her a compliment! ♡



Travel Roll Up Bag Closing

- Romance the actual bag... great for travel, don't forget things at home because you just roll it up, bags tear off, hangs on back of door so products aren't all over the bathroom, clear bags allow you to see what is in there so you don't lose products in deep pockets!
- Queen bag \$299 with a booking
- Princess bag for \$199



Take each guest aside for individual consultation, no obligation to purchase anything, just glad you came, have full-store should you choose to purchase anything, accept Visa, MC, Discover, husband doesn't have to know plan.



Marketing Plan

- Give every person a Marketing Plan Sheet and Beauty Agreement.
- Go over Marketing Plan. Be sure to stick to the facts. If you aren't sure about something, just leave it out.
- Scale of 1-10 question & Raffle

SETTING UP YOUR ROLL UP BAG

First pocket:

Cleaners for normal/dry and combination/oily, Moisturizers for normal/dry and combination/oily, day solution, night solution, firming eye cream

Third pocket:

Microdermabrasion set, eye make-up remover

Second pocket:

Foundation primer, bronzing compact, mascara, foundation brush, cream eye col-

Last pocket:

Satin hands set, satin lips set



Ready, Set, Sell! Inventory Options

Pick your products. Boost your bonus.

Your inventory is only the beginning. As a new Independent Beauty Consultant, you can earn **FREE*** product bonus bundles that you can choose! Plus, you can earn **FREE** BizBuilder Bucks credit, Star Consultant recognition and more. It's never been more fun to start a Mary Kay business.

Here's how it works:

1. Select the inventory level that's right for you and your business.†
2. Starting at the \$1,200 Section 1 wholesale level and above, you choose your own additional product bundles from those shown here.
3. Place your inventory order and get your business started.

Just look at all you can get with your initial product order!*

ORDER THIS WHOLESALE AMOUNT	Suggested retail value inventory	Free product bonus bundles*	Free wholesale credit off a future product order**	Star Consultant gemstone pin and prizes***
\$3,600	\$7,200	6 bundles worth up to \$642 retail value!*	BizBuilder Bucks** \$125	Emerald Star Consultant***
\$3,000	\$6,000	5 bundles worth up to \$546 retail value!*	BizBuilder Bucks** \$100	Diamond Star Consultant***
\$2,400	\$4,800	4 bundles worth up to \$450 retail value!*	BizBuilder Bucks** \$80	Ruby Star Consultant***
\$1,800	\$3,600	3 bundles worth up to \$354 retail value!*	BizBuilder Bucks** \$50	Sapphire Star Consultant***
\$1,200	\$2,400	2 bundles worth up to \$223 retail value!*	BizBuilder Bucks** \$35	
\$600	\$1,200	1 TimeWise® Skin Care bundle worth \$117 retail value!*	BizBuilder Bucks** \$15	

*An Independent Beauty Consultant's initial order with the Company must equal \$600 or more in wholesale Section 1 products to be eligible for a free product bonus bundle. Sales tax is required on the suggested retail value of the Section 1 products included in the bonus. Please include the actual value of the bonus in the total amount subject to sales tax on the Consultant order form. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company.

** Suggested wholesale value to use on your next BizBuilders qualified order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 (\$225 effective March 1, 2014) wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

*** Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program brochure or go to *Mary Kay in Touch*® for complete details.

† Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.

Product Bonus Bundles



TimeWise® Skin Care Bundle



Mary Kay® Favorites Bundle



Botanical Effects® Cleanse and Hydrate Skin Care Bundle



Mary Kay® Color Bundle



Botanical Effects® Freshen and Mask Skin Care Bundle



TimeWise Repair® Volu-Firm™ Foaming Cleanser and Night Treatment Bundle



TimeWise Repair® Volu-Firm™ Day Cream and Eye Renewal Cream Bundle

MK Rewards Credit Card Information*

Benefits of MK Rewards Visa

Earn reward points for all of your purchases:

- Earn 2 points for each \$1 spent on purchases from Mary Kay Inc, including PCP, MK Connections and Special Events
- Earn 1 point for each \$1 spent on all other eligible purchases
- Redeem 2,500 points for a \$25 check or gift card/certificate

Earn a Mary Kay briefcase after your first purchase

Ability to manage your account and expenses on-line

Applying for card

On the Mary Kay InTouch home page, click on Ordering on the menu bar at the top of the page, and then click on MKConnections.

Click on the picture for Chase MKRewards Visa. This will take you to a product highlight page.

Click the Apply Now buttons, (both will take you to the same application). This will take you to the secure site at Chase to complete the application with your personal information.

Application Hints:

Annual Household Income should be your gross income prior to taxes. It may include the income of your spouse if applicable.

Make sure you have read and consent to the statements at the bottom of the application.

Click the Legal Disclosures button to consent to the terms of the account. When you complete this, the Submit for Decision button will be enabled and you can now submit your application.

Once you submit your application, you will see one of two responses:

“Congratulations you have been approved!”

Along with this message, you will be given an account number and credit line that can be used one time before your card is received and activated. Be sure to print a copy of the screen for your records. For security reasons, Chase is unable to give you this information over the phone. Your card will arrive in 7-10 business days from the date you were approved.

Or

“The application has been submitted. Thank You!

We are currently reviewing your application. You will be notified in writing of our decision within the next 30 days.”

This means that your application has been forwarded to Chase's credit department. By law, Chase has 30 days to decision an application; however most are completed within 14 days. When a decision has been made you will be notified via the US Mail

*Please read all disclosures posted throughout the application process for details/restrictions on offer.



Earn the prestigious
DARE AREA
Butterfly Pin



By completing
your first
Perfect 10 in
your first 30
days!