

# February 2018 Workbook

**THE  
GOELZER  
NATIONAL  
AREA  
PRESENTS**

**GET YOURSELF  
IN THE  
GAME**

**pacesetters**

Mondays in February  
2/5 2/12 2/19 2/26



You will get access to the "Get Yourself in the Game" secret Facebook group exclusively for Pacesetters Participants.



All sessions will be presented live via google hangout on YouTube from 7-9pm central.





*“The only place success comes before work is in the dictionary” - Mary Kay Ash*

Dear Women of Excellence.

Your Sales Directors & I are so humbled, honored, and excited that you have committed your time, money, energy, and heart into this 4 week Pacesetters course. I still remember my first Pacesetters—I was a new consultant & it was life changing. I learned great business habits that have served me well throughout my 20 year career!

I believe that one of my jobs as your National Sales Director is to:

Stretch your belief & your thinking

To empower you to see beyond today

To truly believe & understand that with God's blessing you can have so much more freedom, flexibility, & even JOY in your life & business

Will this 4 week journey be easy? **Probably not** - but what is easy is seldom worth it! I pray that you are willing & ready to learn, grow, & work to change your lives and the lives of the people God has entrusted to you!

Here are some suggestions to make your **Get in the Game** Pacesetters experience INCREDIBLE!

- Our session will begin right at 7:00pm CST. I would plan on being at your computer (or whatever device you are using) a few minutes before hand so you have clicked the YouTube link and are ready to go!
- Show up each week and EVERY day with a positive attitude of EXPECTANCY, knowing that you are in the RIGHT place. Do not take anything personally. It is your job to receive the information on your end from the place it was intended—with LOVE, the desire to see you grow, and for YOUR BEST FUTURE!
- Have your snacks and drinks already by your side so you don't miss a thing!
- Get caffeinated. I know it's a long session. You will be sitting for two hours straight. We need you alert, awake, & giving us feedback! Post to our Pacesetters Facebook group as we go along!!! Post your a-ha's there! So grab your Starbucks, your double shot Red Bull, extra dark chocolate—whatever it is that gives you that KICK!

 **Technical difficulties DO happen despite our best efforts.** If something were to disconnect the link please pay attention to the Pacesetters Facebook group for a new link or instructions!

- Please make sure that you are in the “Get in the Game” Facebook group—this link has been emailed to the address you provided when you registered. If you are having trouble accessing the group - please reach out to your Sales Director. This group is the main way that we will interact. If you don't have Facebook - GET IT :) \*\*\*THE YOUTUBE LINK WILL CHANGE EACH WEEK & THE PINNED POST OF THE FACEBOOK GROUP IS WHERE YOU WILL FIND IT 12 HOURS PRIOR TO EACH EVENT.
- If you have children, please get coverage so your attention is not divided and you can receive what you need. Yes, even angel children :)
- You won't need a notebook - you can take notes right here in this workbook!
- Per my National Sales Director contract. PLEASE DO NOT RECORD ME IN ANY WAY. Snapping photos of me online are great so long as you make me look fabulous! (LOL). We will have recordings and scripts we go over made available to you.
- We will end at 9pm CST or earlier each night (We will do our best to stay on time).

Last but not least, know from the bottom of our hearts that when we do this 4 week series, we are committed to your success. We don't give 100%- we give it 3,000%. We will be doing everything necessary to ensure that you are supported, encouraged, and trained. We will read every Facebook post, every voucher sheet, & we will put off other things in order to do THIS thing!

*Want to know my point in telling you all of this?*

Your Sales Directors are willing to give you THEIR ALL. Would you thank them - not with your words - but instead by giving YOUR BUSINESS (which really affects YOUR FAMILY & THE LEGACY YOU'LL LEAVE YOUR CHILDREN) your ALL? God has given us all the ability to do great things with our lives - so let's DO IT!!!!

The highest compliment you could ever give us would be for us to see you begin this year with your business in a BETTER place because you went ALL IN with this program! SNSD Pam Shaw said "You can begin a diet in the middle of a bag of potato chips!" It's so true! It's time you do this for YOU!

I'm excited to partner with you as we race towards YOUR SUCCESS (& your red jacket ... career car... directorship... or whatever is your heart's desire!!!)

Love & Belief in you,

*Heidi Goelzer & the Goelzer Area Directors*

*When your passion & purpose are greater than your fears & excuses you will find a way!*

*-SNSD Lisa Madson*

# Meet NSD Heidi Goelzer

Heidi became an Independent Beauty Consultant in July of 1997. After her husband Christopher, a Lutheran pastor, graduated from the seminary she made the decision to quit her teaching job to stay at home with her two small children and live on love. Heidi quickly realized that she wasn't good at staying home, as she did not like to cook, clean, decorate, and do all the things expected when one stays home.

Heidi was reluctant to start her business because she had never sold anything before, but she was excited to have some adult time. From a \$7 first party she went on to earn the use of her first Career Car 10 months later. Heidi realized that anyone could be successful in Mary Kay if they were willing to do the work. She went on to debut as an Independent Sales Director in 1998 and debuted as a National Sales Director in 2012.

Some of her career highlights include:

- Heidi has earned 9 cars—7 of them being the prestigious Pink Cadillac
- She has completed the National Court of Sales
- Heidi's unit was #1 in the State of WI
- She has lead her unit to complete the
  - \$300,000 Unit Club
  - \$350,000 Unit Club
  - \$450,000 Unit Club
  - \$500,000 Unit Club 4 times
  - \$650,000 Unit Club 4 times
- As a Sales Director, Heidi earned the Top Director Trips 4 times, traveling to Greece, Sweden, Spain, & Maui
- She has been a STAR consultant every quarter but 1 until debuting as an NSD (59 stars!)
- She has been on NSD trips to Beijing, Maui, London, Portugal & Spain
- Taught the new NSDs from *around the world* at New NSD Scholar Week

In addition to the all-expense paid trips from Mary Kay Heidi and Christopher had an opportunity of a lifetime to take Christopher's parents to Paris, fulfilling a life-long dream of her mother-in-law. She has also earned through her Mary Kay business a trip for her husband and son to hunt in the Arctic Circle, trips to Disney World, Virginia Beach, and Alaska four times for her family.

The Goelzer Area achieved Gold Circle our first 2 years as a National Area.

Heidi is married to Christopher, a Lutheran pastor, and they have 4 fabulous children

- Charis who is 22 and the youngest Sales Director to debut in her National Area
- Nathanael who is 21
- Anastasia who is 15
- Gabriel who is 8

Heidi loves that God has given her the Mary Kay opportunity to help women grow SPIRITUALLY, EMOTIONALLY, & FINANCIALLY.







# *Week One:*

*Get your head in the game*

Game Plan  
Fundamentals  
Practice

AHA


BFO


WOW

WOM

WOY


# Get Yourself in the Game Pacesetters Introduction

“Nothing \_\_\_\_\_ less than the \_\_\_\_\_ at \_\_\_\_\_”

## Goals of this Pacesetters:

1. Improve your \_\_\_\_\_
2. Improve your \_\_\_\_\_
3. Improve your \_\_\_\_\_
4. Improve your \_\_\_\_\_
5. Improve your \_\_\_\_\_
6. Create your \_\_\_\_\_

People who \_\_\_\_\_ to the top of their \_\_\_\_\_ eclipse their peers through something as \_\_\_\_\_ as \_\_\_\_\_.

With simple \_\_\_\_\_ we reach our highest level of \_\_\_\_\_ after about \_\_\_\_\_ hours of \_\_\_\_\_ practice.

-Influencer Joseph Grenny

## Examples:

Get excited that your success in Mary Kay does NOT depend on:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

It DOES depend on:

Get ready for the Pacesetters that could change your business & the trajectory of your life if you let it.

Our lives are measured by \_\_\_\_\_.

# Mary Kay Career Path



## SALES DIRECTOR AND ABOVE

24+ Unit Members  
 9-13% Unit Commission +  
 9-13% Personal Team Commission +  
 Bonuses starting at \$500/month and much more!  
 \$100 bonus for each qualified New Team Member



## DIQ (Director-in-Qualification)

10+ Active Team Members  
 Star Consultant prior or current quarter  
 9-13% Personal Team Commission  
 \$50 bonus with each qualified New Team Member



## GRAND ACHIEVER (Car Driver)

16+ Active Team Members + production  
 4 months to qualify  
 9-13% Personal Team Commission  
 \$50 bonus with each qualified New Team Member



Enter DIQ  
 NOW!

## FUTURE DIRECTOR

8+ Active Team Members  
 9-13% Personal Team Commission  
 \$50 bonus with each qualified New Team Member

ALL IN  
 until June!

## TEAM LEADER

5-7 Active Team Members  
 Eligible to go OnTarget for earning Career Car  
 9-13% Personal Team Commission  
 \$50 bonus with each qualified New Team Member



## STAR TEAM BUILDER

3-4 Active Team Members  
 Eligible to wear the coveted Red Jacket  
 4% Personal Team Commission  
 \$50 bonus with 4th qualified New Team Member

## SENIOR CONSULTANT

1-2 Active Team Members  
 4% Personal Team Commission



## INDEPENDENT BEAUTY CONSULTANT

Star Consultant, Company & Unit Prizes, Bonus Products  
 These benefits + more as you advance Career Path  
 50% discount on all Section 1 products.  
 50% profit with each customer product purchase.



# What is your Ambition Level?

\_\_\_ I want IT ALL and I am willing to work for it! Car, Leadership, Travel via Trip program, National Sales Director/Family Security program

\_\_\_ I want to earn an extra \$10K a year and I'm willing to hold 1-2 parties per week. 15 faces per month. I want Red Jacket status quickly..

\_\_\_ I want to purchase products for self & friends. I will hold 1 or 2 parties per month. This will be more of a priority in my future

## **Answer Yes or No to these:**

I have a high ambition level

I am competitive

I am a planner and make a daily list of To Dos!

I am shy and I don't like asking for things

I know how to set boundaries on my time and my life

I am easily distracted

I finish what I start whether it be a project, an activity, or a goal

I am a procrastinator

I am a procrastinator, but want to change this habit

I am organized

I am accountable, I do what I say I am going to do even if it is not convenient

I am creative, in thoughts and ideas

I work best when I am told what to do

My family is supportive of things that interest me

I know a lot of people

I have a handful of close friends but a lot of acquaintances

I don't know that many people

I like winning

I am a team player and like to see the team win

I have a high deserve level

I would rather help someone else than to get the glory myself

I am money motivated

I am relationship motivated

I am success/winning motivated

## **In Your Words answer these:**

My Dream for the Future is...

The time in my life I felt the most accomplished was...

## *Pre-Game Player Image*

Dress & act like the \_\_\_\_\_!

## *Off Court*

Look great by 8 or fine by 9

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## *Game Day*

What to wear to your appointments?

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*“If your hair is done and properly and you’re wearing good shoes, you can get away with anything.” - Iris Apfel*

## *Press Conferences, After Game Meetings, Community Partnerships*

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## Head Game

1. Being without leads is a business \_\_\_\_\_
2. Challenge your \_\_\_\_\_
3. You must confront your \_\_\_\_\_
4. Don't let anyone else steal your \_\_\_\_\_

## Skill Game

The only reason lead generating ideas haven't worked for you is because you haven't been \_\_\_\_\_ to do them the way they were taught with an \_\_\_\_\_

1. Who you already \_\_\_\_\_
2. \_\_\_\_\_ from parties
3. \_\_\_\_\_ chatter
4. \_\_\_\_\_ boxes

## Action Game

1. \_\_\_\_\_ says "I will work in spite of my fearful feelings."
2. \_\_\_\_\_ says "I will do it even if others won't."
3. \_\_\_\_\_ says "I will make time during off hours to become ready" ... "Once the opportunity arises, it is too late to prepare" - Pam Shaw
4. " \_\_\_\_\_!"
5. " \_\_\_\_\_!"

## *Script for setting out Lead Boxes & Jars:*

“Hi! Would you mind if I left this here so people can enter to win?!”

“Great! I will be back next week to check in on it!”

\*\*if they ask who you are:

“Oh! We are with Mary Kay and we are giving back to the women in this community! Everyone who enters will receive a Facial & Beauty Experience. Is it ok if I come by next week to check on it?”

● DROP IN YOUR BUSINESS CARD OR FILL OUT AN ENTRY FORM TO RECEIVE A

**Beauty Experience Package AND A \$25 Gift Card!**

● Must be 18 or older to enter & cannot currently have a Mary Kay Consultant. Gift card will be given to you at your beauty experience & No Purchase is necessary to win. ●

### PAMPERING PACKAGE ENTRY FORM

NAME: \_\_\_\_\_

CELL PHONE: \_\_\_\_\_ TEXT OK? Y/N

AGE RANGE: 0-18 19-30 31-45 46-60 61+

DO YOU CURRENTLY HAVE A MARY KAY CONSULTANT YOU WORK WITH? YES NO

### PAMPERING PACKAGE ENTRY FORM

NAME: \_\_\_\_\_

CELL PHONE: \_\_\_\_\_ TEXT OK? Y/N

AGE RANGE: 0-18 19-30 31-45 46-60 61+

DO YOU CURRENTLY HAVE A MARY KAY CONSULTANT YOU WORK WITH? YES NO

### PAMPERING PACKAGE ENTRY FORM

NAME: \_\_\_\_\_

CELL PHONE: \_\_\_\_\_ TEXT OK? Y/N

AGE RANGE: 0-18 19-30 31-45 46-60 61+

DO YOU CURRENTLY HAVE A MARY KAY CONSULTANT YOU WORK WITH? YES NO

### PAMPERING PACKAGE ENTRY FORM

NAME: \_\_\_\_\_

CELL PHONE: \_\_\_\_\_ TEXT OK? Y/N

AGE RANGE: 0-18 19-30 31-45 46-60 61+

DO YOU CURRENTLY HAVE A MARY KAY CONSULTANT YOU WORK WITH? YES NO



# Generating Leads

## *Script to book from a lead box .. What to say when you've picked up your leads*

"Hi Kaylee! This is Mary McIntosh with Mary Kay & you entered yourself in the box at Nail Spa Allure :) Yay! You've received a Beauty Experience and a \$25 MK gift card! Congrats! Text me when you get this so I know it's you and I will send you the info to redeem your gift card & Beauty Experience!!!"

"Hi Kaylee!!! I'm so excited for you!!! Ok, so it's super simple—basically you get to choose a beauty experience and treatment package (some of them come with additional "in-store" credit to spend with me!) I will send you package options in a minute. We just need to pick a location & time. I can come to you or we can meet in Temple at my studio -which is better for you?"

**\*\*Book time/date/location\*\***

Then text :

"Here are the packages you can choose from. They are based on whether you want a one-on-one or with a few girlfriends to share your experience with. All are complimentary!"

Then immediately text:

"I will call you tomorrow to see which package you like and ask a few questions about your skin so I can prep. When do you have 3 minutes to chat tomorrow?"



## The FABULOUS Game

Gift your fabulous family and friends a relaxing pampering session.

**TO WIN: HAVE THE MOST POINTS AND RECEIVE A GIFT.**

Over 25 <input checked="" type="checkbox"/>	Name	Phone	Best Way to Reach	
			Text / Call	(Circle One)
<input type="checkbox"/> 1	_____	( ) _____	Text	Call
<input type="checkbox"/> 2	_____	( ) _____	Text	Call
<input type="checkbox"/> 3	_____	( ) _____	Text	Call
<input type="checkbox"/> 4	_____	( ) _____	Text	Call
<input type="checkbox"/> 5	_____	( ) _____	Text	Call
<input type="checkbox"/> 6	_____	( ) _____	Text	Call
<input type="checkbox"/> 7	_____	( ) _____	Text	Call
<input type="checkbox"/> 8	_____	( ) _____	Text	Call
<input type="checkbox"/> 9	_____	( ) _____	Text	Call
<input type="checkbox"/> 10	_____	( ) _____	Text	Call
<input type="checkbox"/> 11	_____	( ) _____	Text	Call
<input type="checkbox"/> 12	_____	( ) _____	Text	Call
<input type="checkbox"/> 13	_____	( ) _____	Text	Call
<input type="checkbox"/> 14	_____	( ) _____	Text	Call
<input type="checkbox"/> 15	_____	( ) _____	Text	Call
<input type="checkbox"/> 16	_____	( ) _____	Text	Call
<input type="checkbox"/> 17	_____	( ) _____	Text	Call
<input type="checkbox"/> 18	_____	( ) _____	Text	Call
<input type="checkbox"/> 19	_____	( ) _____	Text	Call
<input type="checkbox"/> 20	_____	( ) _____	Text	Call

**RECEIVE 100 BONUS POINTS IF I CAN MESSAGE YOUR FACEBOOK FRIENDS TO BE PAMPERED. CHECK HERE**

Please be assured that I treat each friend or family member with the utmost care and respect!  
Thank you for supporting my small business.

Your Full Name: \_\_\_\_\_ Date: \_\_\_\_\_

## *Booking friends of friends on Facebook*

The secret to success with booking appointments is to use the MAGIC script shown below. You might be tempted to change the script, but don't ! Here' why: This script has been tested on over 100,000 people over the past 5 years by top director Michelle Cunningham and it WORKS. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection. When you use this script, 1 out of 10 people will say yes and book an appointment.

### *First, Ask permission to contact friends of friends*

Send this message to your friends on Facebook:

*Hi Marie! How is everything with you? I hope you are great :) I'm working toward a really huge promotion in my business with Mary Kay and have been challenged to do a test panel and/or get the opinion of 50 new women in the next 30 days. Would it be ok if I messaged a few women on your FB page to offer them a complimentary facial to help me with my goal? I'm super nice about it and respectful of their answers. Thanks either way! Michelle*

When your friend says "sure that's fine!" message their friends:

*Hi Lisa, I am Michelle and I don't think we've met, but Marie Boths gave me your name. I have a favor to ask you ... she is helping me with a Mary Kay contest. I am trying to become the youngest (or fastest) beauty consultant in the area to drive a free car! And I have to do 100 free facials this month to earn that. I am running out of people I know, so I have resorted to messaging complete strangers via Facebook, LOL! She thought you might be adventurous enough to lend me your face and you get a FREE GIFT. Can you help me out? Thanks either way!*

# Booking Scripts

When she says "Sure!" say ONE of these two options:

*Fabulous! So the scoop is we pick a one hour window that works best for you. At your appointment, you'll receive a satin hands pampering treatment, an anti-aging facial, a spa microdermabrasion treatment plus expert foundation matching. I hold appointments at my studio (or you can say "or I can travel to you"). Is a weekend or weekday better? And thanks so much for your support!*

OR

*That's perfect. I hold all individuals facials at my home studio in Westlake on Tuesday & Thursday evenings. Or, if you would prefer to share your appointment with 2-5 friends (and get FREE products!) I can be a little more flexible on the date. What works better for you?*

## *What if they haven't set a date yet?*

The biggest challenge is to take someone from a YES to an actual date. So, if she ignores you, then in a day, follow up. And then follow up every three days very kindly and passively. This is called being assertive. It becomes PUSHY when she says, "I'm not interested" and you keep asking her. But as long as she has said she is interested, it's your job to get her booked for an appointment.

Here is your assertive, non-pushy script:

*Hi Cheryl! I'm just sending a quick reminder that you said you would be interested in having a free pampering session to help me reach my goal and lend me your opinion. My schedule just opened up for next week. I have Tuesday at 6:30 available and I have a few other spots too on Saturday. Would Tuesday work or is maybe the weekend better?*

And then I check in every three days:

*Hi Cheryl! I'm getting close to finishing booking this month's free sessions and I still have a few spots left. I have you here on my list of people who said they were interested, so I'm reaching out to get you scheduled. Are you free this weekend for an hour? OR is Monday night better? Thanks again!*

# Booking Scripts

Three days later:

*Hi Cheryl! We've been missing each other on here ... no worries! Are you still interested in the free pampering session or would you rather pass? I'd hate to bug you if you aren't interested.*

So all of these messages are assertive, non-pushy messages and it shows you are a true professional that treats your business seriously and is totally committed to making your Mary Kay business a success.

## *Once they set a date and time what do I say?*

Then you say:

*Okay you are confirmed for your free pampering session this month on Saturday at 3pm. Your appointment will be from 3-4:30pm and we always start and end on time so you'll be out the door by 4:30. YOU ROCK! And, you can bring a few others along, like Mom, coworker, neighbor or friend - I have room for four. Would you like me to reserve seats for anyone else?*

## *How many people should I send this to?*

Ideally, you want to send it to over 75-100 people on your first day. If you send it to 100, 10 will say yes. If more say yes, great! That's a blessing! Don't worry, 50% of what you book will cancel or reschedule, so it is recommended to overbook and even double and triple book the same time slot. It always works itself out.

# Fundamentals: Booking

## *Booking: the Lifeline of our business*

“KISS” \_\_\_\_\_

Resources:

1. Start Something Beautiful Magazine
2. MK University
3. [www.marykay.com](http://www.marykay.com)
4. [heidigoelzer.com](http://heidigoelzer.com)

*“So many women just don’t know how great they really are. They come to us all vogue on the outside and vague on the inside.” - Mary Kay Ash*

This business is a \_\_\_\_\_ business where we have the honor, privilege, and responsibility to make women feel \_\_\_\_\_.

*Build your Customer Base*

*Who?*

Who are your potential customers? Where do we find them?

Let’s pretend we are getting \_\_\_\_\_!

Time to make a \_\_\_\_\_!

Let’s start with our circle of \_\_\_\_\_!

*What?*

\_\_\_\_\_

Experience: participation/observation in an event or encounter

# Fundamentals: Booking

## *When?*

Weekly Plan Sheet

Calendar

## *Where?*

Your home, their home, MK studio available to you

## *How?*

Scripts! Practice! Confidence! Belief!

## *Tips:*

1. Deadline
  2. Booking Buddy/Accountability/Reward
  3. Theme for your month
  4. Goal (Perfect Program)
  5. Tracking/Tools
- \*Bubble Sheet \* 10 Dials a Day \* Daily Mental Bath

# Fundamentals: Booking

## *What do we have to offer?*

What makes me/you/us proud of Mary Kay?

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“Booking is a skill. Practicing will give you more confidence, and the more you practice, the better you will get. Confidence and belief are two main ingredients necessary for successful bookings. Believe in your service. No matter whom you are booking—a friend, referral or someone whom you just struck up a conversation with. It is essential that you truly believe that you are offering them an opportunity to have a great time, and to try some incredible products.”

-MK University

## *Confidence & Belief*

At Mary Kay, success lies in providing innovative, high-performing products. In a typical year, Mary Kay Inc. invests millions of dollars in research and conducts hundreds of thousands of tests to ensure that every Mary Kay product meets the highest standards of safety, quality and performance. From five products in 1963 to more than 200 today, Mary Kay has earned the trust and loyalty of millions of Mary Kay brand lovers for more than 50 years now. We always have, and always will, proudly stand behind our products.

The rigorous testing, and retesting, is performed or supervised by members of the Mary Kay Research and Development laboratories, including Ph.Ds and other advanced-degreed scientists in such areas as toxicology, pharmacology, microbiology, chemistry, and biochemistry.



## Coaching your Parties

“Every experience worth booking is worth coaching”

Your \_\_\_\_\_ is part of your \_\_\_\_\_.

You are her \_\_\_\_\_.

Set up a \_\_\_\_\_ to follow up with your hostess within \_\_\_\_\_ days AFTER booking.

Hi \_\_\_\_\_ this is \_\_\_\_\_ with Mary Kay! Do you have a quick minute? Great!

If she bought product, ask her how her product is working and if she has any questions. Next, confirm the date. Who will she be sharing her experience with? Get names and numbers of guest list.

1. Build \_\_\_\_\_ just like a \_\_\_\_\_ does with her \_\_\_\_\_.

2. Share why to get the guest list:

A. I want to bring a \_\_\_\_\_ for everyone.

\*what to include\* \_\_\_\_\_

B. Confirm their attendance for supplies needed

3. Get \_\_\_\_\_

4. Make a \_\_\_\_\_

5. Text her and them the collage: INCLUDE: \_\_\_\_\_

6. Make a \_\_\_\_\_

## *Pre-Profile*

1. Send out \_\_\_\_\_
2. Send out \_\_\_\_\_ days before the \_\_\_\_\_
3. VIDEO: Introduce yourself & ask these questions
  - A. Intro self
  - B. THANK ahead of time for attending - \_\_\_\_\_ only has \_\_\_\_\_ spots available.
  - C. What type of skin do you have?
  - D. Do you have any specific concerns about your kin you need help with?
  - E. What spa experience would you like?  
\_\_\_\_\_ or \_\_\_\_\_

## *Call to coach the Hostess*

You will arrive a \_\_\_\_\_ early to set up  
Please serve \_\_\_\_\_ after the experience  
Her \_\_\_\_\_ will be ahead of time  
She will \_\_\_\_\_ you!  
Remind her of her \_\_\_\_\_  
Let her know who is attending

# Fundamentals: Coaching

\_\_\_\_\_ anyone who can't attend.

SCRIPT NO WORRES! \_\_\_\_\_ has gift certificates for MK experiences she is giving to anyone who cant attend! Which experience would you prefer? (Explain or text them to her). Which date is better for you \_\_\_\_\_ or \_\_\_\_\_? Great! \_\_\_\_\_ gets in-store credit when you hold your experience with me!

\_\_\_\_\_ and \_\_\_\_\_ build your \_\_\_\_\_

Be the BEST \_\_\_\_\_.



Please accept my invitation to my  
Mary Kay Spa Beauty Experience!

DIY spa-like deep cleansing facial, a deep cleansing charcoal mask, spa hand and lip treatment, & expert foundation matching. Additional treatments available via al a carte. All treatments are complimentary. Products will be available for purchase.

Sunday, November 12th @ 2pm

3509 Locust Ln  
Cincinnati, OH 45238

RSVP to Amy @ (513) 305-0393 by  
Friday 11/10 to save your spot







*For resources visit our area website:*

[www.heidigoelzer.com](http://www.heidigoelzer.com)

Click on:

New Consultant

==> Booking & Coaching (43 minute video)

Promotions

==> Perfect Contest

Education ==> Education Center

(Skin Care Class) BOOKING BOOK (Scripts)

(21 day revival) Booking System resources

(Business Management) Bubble Sheet (for booking)

[www.marykayintouch.com](http://www.marykayintouch.com)

Weekly Accomplishment Sheet

Weekly Plan Sheet

*Education*

MK University (step 3: How to find customers & hostesses)

*\*\*\*Be sure to check the files section of the Get in the Game Facebook group to access even more resources shared by your Pacesetter Trainers.\*\*\**

# *Week Two:*

*It's Game Day!*

Goals of a party

Body of the party

Closing the party

AHA


BFO


WOW

WOM

WOY




# Goals of a Party

Keep your Mary Kay business rolling smoothly.  
All 4 goals of a party are equally important.



1. How many \_\_\_\_\_
2. How many \_\_\_\_\_
3. How many \_\_\_\_\_
4. How many \_\_\_\_\_

## *Kitchen Coaching -> Scouting: Know who you are looking for*

While you're setting up, \_\_\_\_\_ ask these questions.

- So who's coming tonight? (how does she know them...a little about them)
- Is there anyone who you think would be good at what I do?
- What about you? Have you thought more about MK at all?

*If she says no: \_\_\_\_\_*

*If she says yes I have been thinking about it: \_\_\_\_\_*

## *Beauty Experiences: time to step up our game!*

“This is the new Mary Kay Beauty Experience we get to offer but CLASSIC Mary Kay does not change. Classic Mary Kay is free, in your home, with your girlfriends. You still get to take home free products to have a spa-like experience in your own bathroom whenever you want.”



Experience vs. Party

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

# Beauty Experiences

- You must believe that you have the best products, best opportunity, best buying experience, best customer service, and best YOU on the market! Amazon ain't got nothing on you :)

- Why would a customer choose to purchase beauty products from you?

List five reasons:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

-Be SOLD OUT! When you're sold out, people are attracted to you!

*The "NEW"  
MK Beauty Experience  
Verbiage*

*Beauty Experience Packages*

- The NEW Mary Kay*
- We now get to offer ...*
- Bringing the spa to you*
- Choose your treatment*
- DIY spa-like treatments in your home*
- In home treatments*
- Radiant & vibrant skin with one treatment*
- The "facial peel experience"*
- The deep cleansing charcoal mask experience - opens your senses*
- Dermatologist-designed & salon-grade microdermabrasion treatment- deep exfoliation & leaves the skin radiant*
- Radiant, vibrant, luxurious*
- Ultimate relaxation in your own home*
- CLASSIC Mary Kay -> free & in your home, free products for sharing your experience with friends*
- Anti-aging treatments*
- Spa treatment in your own bathroom*
- The "Platinum package" is the ultimate experience & what most people do*

# Beauty Experiences

Classic Mary Kay game plan <b>REMIANS</b>	The Playmaker: <b>ENHANCED</b> experiences and wording
Flipchart	New Verbiage Treatments Know ingredients
Free Miracle Set Facial	Additional products: Masks Eye gel Body products Mint bliss
Hostess Credit	Beauty Experience “Package Options”
Full Circle Focus	Additional accessories: Cucumbers, real washcloths, candles, spa music, sparkling



# Beauty Experiences

INDULGE IN A  
MARY KAY BEAUTY

*experience*

*platinum*



THE ULTIMATE HIGH-END LUXURY PRODUCTS, INCLUDING A DEEP CLEANSING MK FACIAL, SATIN HAND AND LIP TREATMENT, EXPERT FOUNDATION MATCHING, AND YOUR GUESTS' CHOICE OF: PORE DE-CLOGGING CHARCOAL MASK, OR REVEALING RADIANCE FACIAL PEEL, OR SALON-GRADE MICRODERMABRASION TREATMENT FOR YOU PLUS 8 GIRLFRIENDS! PLUS, HOSTESS WILL RECEIVE A FREE TRIAL OF THE NEW KOREAN LIFTING BIO-CELLULOSE MASK TREATMENT!

THE ULTIMATE HIGH-END LUXURY PRODUCTS, INCLUDING A DEEP CLEANSING MK FACIAL, SATIN HAND AND LIP TREATMENT, EXPERT FOUNDATION MATCHING, AND YOUR GUESTS' CHOICE OF: PORE DE-CLOGGING CHARCOAL MASK, OR REVEALING RADIANCE FACIAL PEEL, OR SALON-GRADE MICRODERMABRASION TREATMENT FOR YOU PLUS 5 GIRLFRIENDS!

*gold*



*silver*



ENJOY INCREDIBLE PRODUCTS, INCLUDING A DEEP CLEANSING MK FACIAL, A PORE DE-CLOGGING CHARCOAL MASK, SPA HAND AND LIP TREATMENT, AND EXPERT FOUNDATION MATCHING FOR YOU PLUS 3 GIRLFRIENDS!

AN ON-THE-GO EXPERIENCE TO ENJOY AMAZING PRODUCTS, INCLUDING A DEEP CLEANSING MK FACIAL, A SPA HAND AND LIP TREATMENT, AND EXPERT FOUNDATION MATCHING FOR YOU AT YOUR CONVENIENCE!

*bronze*



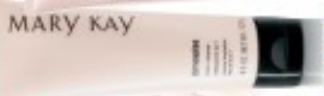




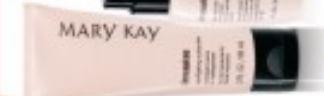




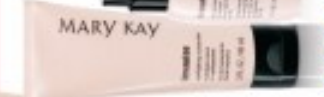
# GET SET FOR A BEAUTIFUL YOU!



\$44



\$95



\$182



**1** TimeWise@ 3-In-1 Cleanser & Age-Fighting Moisturizer are two essentials that form the Basic Set.

To make it a **Miracle Set**®, add on TimeWise@Day Solution & Night Solution.

**3**

For the ultimate skin care regimen, add TimeWise@Microdermabrasion Plus Set and TimeWise@Firming Eye Cream.

## TimeWise® Repair Kit

(Counts as 3 sets towards the Roll Up Bag)

Scientifically innovative products for the advanced signs of aging, formulated for all skin types.

\$205

**Set includes:**  
Cleanser  
Lifting Serum  
Day Cream  
Night Treatment  
Eye Renewal Cream



## ClearProof® Acne Kit

Clinically shown to provide clearer skin in just 7 days!

\$45

**Set includes:**  
Cleansing Gel  
Blemish Control Toner  
Acne Treatment Gel  
Oil-Free Moisturizer



## Botanical Effects® Set

Perfect for sensitive skin. Simple regimen infused with the goodness of botanicals.

\$58

**Set includes:**  
Cleanser  
Mask  
Freshen  
Hydrate  
Formulas for dry, normal, or oily skin



## Customized Color Set

Color Compact filled with your choice of 3 eyeshadows, 1 blush, mini applicators, and 1 lipstick or lipgloss

\$74



## Satin Set

**Set includes:**  
Satin Hands® Pampering Set  
•White Tea & Citrus  
•Fragrance Free

\$58

Satin Lips® Pampering Set



## Dash-N-Go Set

Three products that create a clean polished look before you quickly dash out the door

\$50

**Set includes:**  
CC Cream  
Ultimate Mascara™  
Oil-Free Eye Makeup Remover



## Mary Kay® Favorites

Foundation Primer \$18  
Vitamin C Activating Squares™ \$24  
Brush Collection \$55  
Skinvigorate™ Cleansing Brush \$50  
Charcoal Mask \$24  
Repair® Facial Peel \$65



## FREE Travel-Roll Up Bag



Choose any 4 sets, and receive the Travel-Roll Up Bag for FREE!!!

Thank you for coming!

Name:

What did you like best?

Which set/sets do you want to start with today?

What would you like to learn about at your follow-up?

### *Insert this into Pages 37-41 of your flipchat*

1. By now you're thinking ... "How much does it cost and when can I take it home?" Great! You can take it home tonight, my trunk is loaded & here are the specials today, if everyone can turn over the placemat in front of you.
2. Use the dry erase markers and circle the sets we used today. If money were no object and you could have anything and everything hanging in your roll-up bag for free, put a STAR next to those sets (go over what you used today).
3. (full demo roll-up bag) This is our handy dandy travel roll-up bag. It fits all your skin care, color, and body products in one place! It swivels, it Velcros, and zippers. It retails for \$35—but is yours FREE today with the purchase of 4 or more sets—or create your own.
4. \_\_\_\_\_, What did you love today? What would you love to take home? (go around the table)
5. I'm going to give you a minute to fill out the right side of the placemat and look over all the sets shown here and please feel free to ask me any questions you may have.

I accept Visa, MC, American Express, and Discover cards, cash, check, & debit. And handy dandy payment plans & Husband unawareness plans (1/2 down today, in a wal-mart bag... part cash... part check... you name it!)



# Follow Up Game

The \_\_\_\_\_ within the \_\_\_\_\_.

\_\_\_\_\_ of the GAME:

1. Have \_\_\_\_\_.
2. Play \_\_\_\_\_. Women need to hear the word “follow up” \_\_\_\_\_ for it to stick.
3. Have a \_\_\_\_\_. Everyone books their follow-up to be held \_\_\_\_\_.
4. \_\_\_\_\_. Small & easy—it’s not the \_\_\_\_\_ that matters it’s the \_\_\_\_\_.

## *Individual Close*

You add your new customer to \_\_\_\_\_  
\_\_\_\_\_ during their individual close.

Most important: \* \_\_\_\_\_  
\_\_\_\_\_

Have something to \_\_\_\_\_ he guests: \_\_\_\_\_,  
\_\_\_\_\_

# The ABCs of 1-on-1 Coaching

A: \_\_\_\_\_ matters: \_\_\_\_\_  
\_\_\_\_\_

B: Be \_\_\_\_\_: know your \_\_\_\_\_

C: \_\_\_\_\_ her follow-up to a \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Look her in the eye and say “now \_\_\_\_\_, I need to see you \_\_\_\_\_.”

(Book her then walk her through your hostess plan)





*For resources visit our area website:*

[www.heidigoelzer.com](http://www.heidigoelzer.com)

Click on:

New Consultant

==> Skin Care Class Video

Education ==> Education Center

(Skin Care Class) Printable resources ... set sheets ... starter kit flyer ...  
PINK marketing ... Hostess Coaching... etc

[www.marykayintouch.com](http://www.marykayintouch.com)

*Education*

MK University (Step 5—The Skin Care Class)

(Step 6—After the Skin Care Party)

*\*\*\*Be sure to check the files section of the Get in the Game Facebook group to access even more resources shared by your Pacesetters Trainers.\*\*\**



# *Week Three:*

## *Recruiting your Team*

Who are you looking for?

Where are you looking for them?

Closing the interview

Fans or Team Members

Exceptional Customer Service

AHA


BFO


WOW

WOM

WOY


Recruiting/Layering starts \_\_\_\_\_

Guest Lists:

Pre-Profiling

Charis Video

Leave them with a marketing video

Facebook Event:

Post pictures

Posts that prompt communication

“Who likes FREE?!?!?! For a FREE \_\_\_\_\_ or \_\_\_\_\_  
(your choice) all you have to do is listen to this recording prior  
to the party and message me! That’s it!!!”

<https://youtu.be/nBNVSjoXNW4>

Or:

Text...”Oh hey, before I forget!! For a FREE mascara or lip  
gloss... all you have to do is listen to this recording prior to the  
appointment and message me!”

# Recruiting during the Party

PINK Marketing at EVERY SINGLE \_\_\_\_\_. Facial,  
\_\_\_\_\_

PINK Marketing tool found on [www.heidigoelzer.com](http://www.heidigoelzer.com)

==> education

==> Skin Care Class

==> Pink Marketing for Flipchart Insert

Other marketing materials can be found on  
[www.heidigoelzer.com](http://www.heidigoelzer.com) under the \_\_\_\_\_ tab.

*\*\*\* Pick what works for you and stick with it!\*\*\**

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# Recruiting your ALL STAR Team

Looking for people who you can \_\_\_\_\_ and you would  
\_\_\_\_\_ with at \_\_\_\_\_.

Look for people with specific characteristics:

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Women who want to live their best life

Talk with people 1-on-1 \_\_\_\_\_  
\_\_\_\_\_ in 24 to 48 hours is key

Use scripts to get back into their space

When you have individual conversations with prospects take \_\_\_\_\_.

Ask them the 4 P's:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Write down \_\_\_\_\_ and when she is done talking  
speak back in her language.

# 5 Basic Needs Trigger Words

---

Successful, Accomplished, Best, Most, Record-breaker, Powerful, History-making, Greatest of All Time, Abundance, Maximum, Maximizer, Leader, # 1, Exceeds Expectations

---

Connection, Relationship, Friendship, Others Focused, Stand in the Gap, Mentor, Sisterhood, Believe, rust, Family, Gather, Lasting, Life-Long, Experiences, Forever, Adventure

---

Independent, Autonomy, Freedom, Flexible, Partner, Equal, Resourceful, Figure it out, Self-Starter, Find-a-way...Make-a-way, Choice, Options, Decision-Maker, No Rules, Create

---

Process, Routine, Steps, Safe, Order, Secure, Sound, Proven, Tested, Research, Consistent, Simple, Rules, Guidelines, Permanent

---

Fun, Party, Exciting, Audience, Performance, No Rules, Turn Up, Flexible, Make-ot-up, People, Impromptu

# Recruiting your ALL STAR Team

*To book someone for a coffee date to hear more about the Mary Kay Opportunity:*

Hey, question for you...I meet with 3 women a week over coffee to practice sharing Mary Kay's company info. That keeps me on track for my free Mary Kay car!! Would you be free for like 20 min sometime tomorrow or next week sometime to meet with me? Coffee is my treat and I'll bring a little gift for you!

*To book someone for a coffee date that you thought was super cool (send within 1-15 hours of meeting her):*

Hey Sarah! So great to meet you today... Okay, you're like hysterical and I loves the story about \_\_\_\_\_ You crack me up! I would kick myself if I didn't invite you to coffee to hear more about a Mary Kay business for yourself... Even if its not for you, would be fun to get together and chat for a bit! Whatcha think? Coffee is my treat and you can even get one of those fun drinks with whipped cream on top! Let me know!

# Recruiting your ALL STAR team

The \_\_\_\_\_ is in the \_\_\_\_\_

Closing the deal:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Pop the Question

4 Possible Responses:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

*She didn't sign... what's next?*



# Recruiting your ALL STAR Team

## Introduction:

A. What \_\_\_\_\_

B. Choose \_\_\_\_\_

C. \_\_\_\_\_ or \_\_\_\_\_

## The Game:

A. What they want—Point Guard

1. \_\_\_\_\_ is your \_\_\_\_\_ - they have been in the \_\_\_\_\_

2. Review the \_\_\_\_\_ step by step and listen to them

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

B. Choose Accordingly—\_\_\_\_\_

1. \_\_\_\_\_

2. Love her where she is comfortable \_\_\_\_\_

3. You control \_\_\_\_\_ - \_\_\_\_\_

C. Starter or Ride the Pine?

1. Who is she??? \_\_\_\_\_

A. \_\_\_\_\_

B. \_\_\_\_\_

2. Riding the Pine—PUC

A. Loving her \_\_\_\_\_

B. \_\_\_\_\_







## optimize your order.

### Which level is right for you?

Your inventory is only the beginning! As a new Independent Beauty Consultant, you can earn FREE\* limited-time product bonus bundles that you can choose based on the needs of your Mary Kay business. Plus, you can earn a Ladder of Success pin\*\* and other contest prizes as a Star Consultant\*\* and more! Today is your day to discover the beauty of having 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 \$600 wholesale Section 1 level and above, you choose your own product bonus bundles.\*
3. Place your initial order and get your business started!

Initial Order Amount		Product Bonus Bundles* up to \$88 each	Color Look™ \$128	Mirror With Tray \$5.50 each (Section 1 price)	Travel Roll-Up Bag \$35 each	Maximum Bonus Value†† (Based on Retail Value and Free Business Tools)	Star Consultant Level**
Wholesale	Suggested Retail						
\$3,600	\$7,200	6	1	2	2	\$738	 EMERALD
\$3,000	\$6,000	5	1	2	2	\$650	 DIAMOND
\$2,400	\$4,800	4	1	2	2	\$562	 RUBY
\$1,800	\$3,600	3	1	2	2	\$474	 SAPPHIRE
\$1,200	\$2,400	2	1	2	1	\$351	
\$600	\$1,200	1	1	2	1	\$263	

*It's never been more fun to start a Mary Kay business, so visit [marykayintouch.com](http://marykayintouch.com) to place your initial order!*

Unless noted, all Section 1 prices are suggested retail.

\*See Pages 12-13 for full details about the free limited-time product bonus bundles. Sales tax is required on the suggested retail value of the wholesale Section 1 products included in the bonus.

\*\*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 page and brochure under Recognition/Contests on Mary Kay InTouch® for complete details.

†See Page 3 for full inventory details and disclaimer.

††Maximum bonus value is an example based only on the maximum bundle value of \$88 suggested retail. The actual total value of the bonuses received will depend on the suggested retail values of the product bonus bundles selected.

# Building Customers for Life

By having a \_\_\_\_\_ or \_\_\_\_\_ club, you can reach out to your customers 1-2 extra times per year and make them feel really special!

People don't \_\_\_\_\_ how much you \_\_\_\_\_, they want to \_\_\_\_\_ how much you \_\_\_\_\_.

Use a \_\_\_\_\_ Facebook Group and/or a \_\_\_\_\_ Facebook Page to communicate with your customers on social media directly.

\*\*\* No \_\_\_\_\_ on your personal pages\*\*\*



## Birthday Club 1:

Hi Susie! I know that February is your birthday month :) As a birthday girl, you get some special perks. You get a 15% discount all month. And, just for getting together with me, you get a free lip gloss! AND, if you have a get together with me and at least 3 friends, I bring cake & a present for you too! I'd love to throw a birthday party for you! When would be good?

## Birthday Club 2:

Hi Allie! How are you girl?! This is a friendly reminder that your 15% birthday discount on your ENTIRE purchase expires at midnight on the last day of February. To take advantage of this offer, text, call, or shop online at [www.marykay.com/triciabless](http://www.marykay.com/triciabless). I'm excited to service you and your beauty needs during your special month! Hugs, Tricia

# Exceptional Customer Service

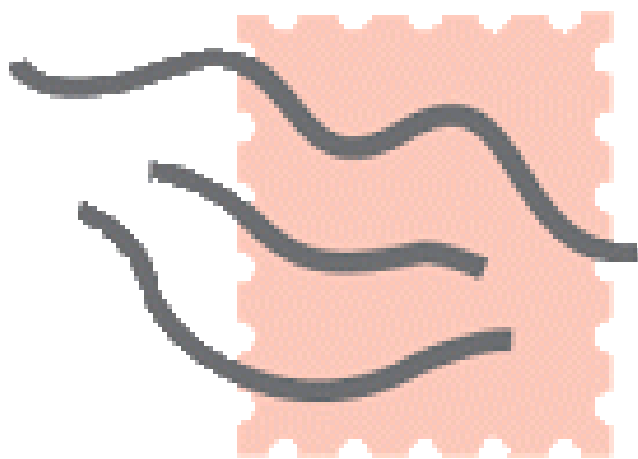
Serving the customer on \_\_\_\_\_ is really at the heart of Golden Rule Customer Service.

Contact your customer \_\_\_\_\_ after her first appointment to see how she likes her new products.

Check her progress \_\_\_\_\_ later at her follow-up appointment.

Contact her every \_\_\_\_\_ for reorders or to suggest new products.

Independent Beauty Consultants who use the Preferred Customer Program boost their business by almost \_\_\_\_\_ on average!



**Preferred  
Customer  
Program<sup>SM</sup>**

**RELATIONSHIP BUILDING FOR RESULTS**

# Exceptional Customer Service

## PCP Follow Up 1:

Hi Susie! Did you find your new Look Book yet? I'd love to get together and show you all the new products. What's better for you, during the week or on the weekend? Let me know what you prefer. I know you're busy, so if I don't hear from you I'll follow up in 3 days. Thank you!

## PCP Follow Up 2:

Hi Susie! Just checking to see if you got my message about the new catalog. I know you are super busy, so just get back to me when you can. I'll follow up in a couple days if I don't hear back. Thank you :)

## PCP Follow Up 3:

Hi, this is Tricia with Mary Kay trying one last time to reach you about the new book. The limited edition products sell out fast! If I don't hear back I'll assume you are really busy right now and keep you on my list for next quarter. Thank you :)



No matter how busy you are,  
you must take time to make  
the other person feel important.

*Mary Kay Ash*

[www.thequotes.in](http://www.thequotes.in)





*For resources visit our area website:*

[www.heidigoelzer.com](http://www.heidigoelzer.com)

Click on:

Education ==> Education Center

(Skin Care Class) Printable resources ... starter kit flyer ... PINK marketing

Teambuilding Tab:

Interview Guide

Stats for Team Building

Marketing Tab:

Videos of the Goelzer Area sharing MK Marketing Info & I-Stories

[www.marykayintouch.com](http://www.marykayintouch.com)

*Education*

MK University (Step 8—How to Build your Team)

(Step 9—Earn your Red Jacket)

(Step 10—Earn your Career Car)

*\*\*\*Be sure to check the files section of the Get in the Game Facebook group to access even more resources shared by your Pacesetters Trainers.\*\*\**



A large, light gray, stylized number '4' serves as a background for the text. It has a thick, blocky appearance with a slight shadow effect.

# *Week Four:*

*Watching the Game Tape*

Evaluation

Wrap Up





# Grand Achiever Tracking

Personal Team Member's Name	Wholesale Ordered
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
Personal Wholesale Orders:	

## Grand Achiever Rules:

You may qualify as a Grand Achiever in one, two, three, or four months, based on when you achieve the following:

- \$23,000 combined personal/team wholesale production
- 16 active personal team members
- Your team must contribute a minimum of \$18,000 wholesale toward the \$23,000 w/sale requirement
- You must have a minimum of \$5,000 combined personal/team wholesale production each month of the qualification period while maintaining five or more active personal team members
- You must be active.



# Director in Qualification



All In with 8 Rules:

- DIQ must begin the qualification with 8 active personal team members
- Qualify in 1, 2, or 3 months (\$4000 minimum w/sale per month)
- Must end qualification with \$13,500 total DIQ team wholesale
- \$10,500 w/sale MUST come from the team

Consultant's Name	Wholesale ordered
1	
2	
3	
4	
5	
6	
7	
8	
9. DIQ (YOUR NAME HERE)	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19 (RED TEAM #1)	
20 (RED TEAM #1)	
21 (RED TEAM #1)	
22 (RED TEAM #2)	
23 (RED TEAM #2)	
24 (RED TEAM #2)	
<b>TOTAL PRODUCTION</b>	<b>\$13,500 MINIMUM</b>

ENTER DIQ WITH 8 ACTIVE PERSONAL TEAM MEMBERS!

# Strategies for Success

Let's look at the numbers...

## Personal Activity

Hold 2 parties a week (5 guests or more) = 10 faces/week

Sell \$50/face (company average) = \$500 retail/week

\$500/week x 4 weeks = \$2000 retail/month

By seeing 40 faces/month, ask 1/2 to hear more about MK:

20 interviews/month 1 in 4 will sign (company average)

5 new personal team members/month

Attend your **Weekly Success Night** & take your new consultants with you!

Take your **new consultants** & **leaders** with you to your parties!

Find 2 consultants who want more and support them as they build to **RED**. (These 2 will also place \$600 orders each month)

(these numbers play out when you work **intentionally** in the target market)

Target Market has 3 or more of the following:

age 24-55 | married or has been | has some higher education

has children | owns their home

Personally hold 2 parties/week	\$4000 retail in 2 months	<b>\$2000</b> wholesale
5 new team members/month (10 new personal team members in 2 months)	\$607 average first order	<b>\$5463</b> wholesale (9 ordering)
Leader #1 who will get to RED	\$600 w/sale each month	<b>\$1200</b> wholesale
Red #1 team	\$607 average/new consultant	<b>\$1821</b> wholesale
Leader #2 who will get to RED	\$600 w/sale each month	<b>\$1200</b> wholesale
Red #2 team	\$607 average/new consultant	<b>\$1821</b> wholesale
<b>TOTAL:</b>		<b>\$13,505</b>

## Successful people:

- Work the numbers!
- Have regular communication (3+ times/week) voice to voice with their mentor/Sales Director
- Attend their weekly success night
- Complete the SAVERS daily (Silence/

**WE'RE**  **ALL IN!**  
#teamMK

## CONSULTANT VS DIRECTOR PAYCHECK

### Consultant Paycheck

\$5000 on-target Car Month

Personal Team Commission	\$520
\$4000 team production (3 new + 2 misc. orders)	(13% check)
Personal Teambuilding Bonus (3 new)	\$150 (\$50 bonus/each)
\$1000 personal order	
<b>GRAND TOTAL COMMISSION</b>	<b>\$670</b>

### Director Paycheck

\$5000 Month

\$1000 personal order/\$4000 personal team production / 3 new personal qualifieds

Personal team commission (13% of personal team production)	\$520
Personal Teambuilding bonus (\$100/qualified)	\$300
Unit Commission (13% or entire unit production)	\$650
Unit Volume Bonus	\$500
<b>GRAND TOTAL COMMISSION</b>	<b>\$1970</b>

# Track your Path to DIQ & Wearing the Suit

# All In With 8!

Complete interviews to add new team members! On average, it takes sharing career information at least 5 times to add one new team member. Sometimes it takes less and sometimes it may take a couple more, but on average it is one out of four! As you add a new team member write her name in pencil. When she places her first order and becomes active, write her name in pen or marker!



## Diq!

### Team Member #8

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Team Member #9

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Team Member #10

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## Team Leader

### Team Member #5

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Team Member #6

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Team Member #7

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## Senior Consultant



## Star Team Builder

### Team Member #1

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Team Member #2

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Team Member #3

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Team Member #4

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Why Directorship

*You are the designer of your dreams. Nicole Miller is the designer of what you wear to achieve them. Mary Kay has partnered with noted fashion designer Nicole Miller to create a one-of-a-kind suit collection that is all business, but never boring. You are well-fashioned for a fabulous future!*



<b>Avenues of Income*</b>	<b>Unit of 35</b>	<b>Unit of 45</b>	<b>Unit of 80</b>	<b>Unit of 100</b>
Personal Sales Profit	\$600	\$600	\$600	\$600
Number of Unit Ordering (one third of unit size)	11	18	28	42
Monthly Wholesale Unit Production (average order \$450 x 1/3 unit)	\$5,000	\$8,100	\$12,600	\$18,900
Directors Commission (unit production x 13%)	\$650	\$1,053	\$1,639	\$2,459
Unit Volume Bonus	\$500	\$800	\$1,200	\$1,800
Personal Recruiting Commission	\$390	\$650	\$650	\$800
Company Career Car (monthly cash compensation)	\$425	\$500	\$900	\$900
Personal Recruiting Bonus (\$100 for each qualified recruit)	\$100	\$100	\$100	\$100
Unit Development Bonus (5 qualified unit recruits)	\$500	\$500	\$500	\$500
<b>Total Estimated Gross per Month</b>	<b>\$3,165*</b>	<b>\$4,203*</b>	<b>\$5,588*</b>	<b>\$7,159*</b>
<b>Total Estimated Gross per Year</b>	<b>\$37,430*</b>	<b>\$50,436*</b>	<b>\$67,056*</b>	<b>\$85,908*</b>

**\*These figures are examples based on utilizing all avenues of income available. Naturally, results achieved will vary from person to person based on individual effort.**



# Track your Path to Director & Wear

# The Suit!

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<p>1. SENIOR CONSULTANT</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>2.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>3. STAR TEAM BUILDER</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>4.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>
<p>5. TEAM LEADER</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>6.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>7.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>8. FUTURE DIRECTOR</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>
<p>9.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>10. DIQ COMMITMENT</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>11.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>12. HALF-WAY THERE!</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>
<p>13.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>14.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>15.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>16.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>



# Track your Path to Director & Wear

# The Suit!

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<p>17.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>18.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>19.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>20.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>
<p>21.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>22.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>23.</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>	<p>24. DIRECTOR!</p> <p>NEW TEAM MEMBER</p> <hr/> <p><input type="radio"/>Active <input type="radio"/>Qualified</p>





