

Just Imagine . . .

A \$10,000 Profit in Only Six Months!

*Created by ESD Nancy Perry and
redesigned by Jerry Shaw
Modified by Jim Childers*

Reasons Consultants Fail:

- Not enough inventory
- High credit card balance
- Not writing themselves a paycheck
- Poor money management
- Poor time management
- Poor attitude (due to previous)
- Mistake: No weekly goal/focus

Solution: Reasons TODAY to be excited about Mary Kay!

- Easy to sell!
- See & feel difference in skin immediately!
- Fast skin care classes.
- Less expensive for customers.
- Easy to book because of simplicity and speed of classes.
- No formulas!
- Sell by telling.
- Great samples/demo packets.
- **Earned Discount Privilege!** Once you are Active (a \$200 wholesale order), every order that same month and the two following months qualifies for the 50% discount regardless of the amount. Each month that you have a total of \$200 wholesale orders you regain the A1 status for two additional months!! No more reason not to ever get the 50% discount on every order from the company!!



The 2 Step Program

Run Your Business on a “WEEKLY PLAN!”

1. Weekly Sales Goal—10 Time Wise Sets!

Minimum \$500 Retail Sales

- Classes
- “Tell & Sell”
- Surveys-Samplers



2. Weekly Money Management!

- Build inventory, pay off CC/bank note, write weekly paycheck
- Every Weekend, **place wholesale order** to replace products sold.
- \$250 wholesale + \$50 tax and section 2 sales aids = \$300 towards order.
- \$200 to ...
 - Pay CC/bank note,
 - Add inventory to profit level,
 - Write a paycheck to the family account.

“Paycheck” The Exciting Part!!

\$200 each week to the FAMILY checking account (don't go shopping with it; be sure to de-posit it in the family account and then go shopping with the family checkbook). You and your spouse must see deposits on a weekly basis! That's **\$800/month minimum**, a weekly paycheck of \$200, even without selling lipstick, eye shadows, fragrances, satin hands, spa, nail care, etc.!! **Can you get excited?!?!?** By writing that paycheck to the Family account . . .

- **Payoff credit card or bank note!** If you started with full inventory (\$4,400 charged on card), @ \$200 per week, the balance would be paid off in 6 months, OR
- **Take \$100 paycheck to the family account** and \$100 on cc/bank loan and the balance would be paid off in 1 year!
- If the balance on your loan amount was \$2,000-\$2,500, it would be paid off in 3 months!!



Just Imagine . . . 5 of the 10 are “**Miracle Sets**”? (Time Wise + Day/Night) at \$99 each.

Let's see: That's about \$500 in Miracle Sets plus \$250 in Time Wise—that's a \$750/week or \$375 wholesale plus \$75 tax and sales aids = \$450 towards order and a **\$300 weekly paycheck!!!** (X 4 weeks = **\$1,200/monthly paycheck**)

Just Imagine . . . Sell 10 **Miracle Sets** = \$1,000 Week. That's \$500 wholesale and \$100 tax and sales aids = \$600 towards order and a **\$400 paycheck** per week!! Remember, this does not include lipstick, etc., and other reorders!! (**\$1,600 monthly paycheck**)



Now Remember, *None of these figures include sales of any other Mary Kay products, any recruiting commissions, recruiting bonuses, “free” cars, director checks, etc. These numbers are for Time Wise and Miracle Sets only! You can just keep “adding on”! So now, let's go back to the beginning, SIMPLICITY:*



- (1) *Weekly Goal 10 Time Wise or Miracle Sets,*
- (2) *Money Management:*
 - *credit card/bank loan,*
 - *Inventory, and*
 - *Paycheck.*

