

# Baseball & Mary Kay!

No matter what sport you think of, life in Mary Kay is like playing a sport!

The only way to win this game of Mary Kay is to play by the rules!

While there are exceptions to every rule, successful business is built step by step by following the rules of good business, and not betting on the exceptions!

Trying to steal a base (or constantly looking for loopholes) is a waste of your energy. The only thing you'll accomplish by running back and forth between bases is to feel frustrated and worn out!

Winning in this game requires your ability to keep the ball in the air. In Mary Kay that means learning how to keep your business running every week with filled datebooks.

## SIX RULES OF THE GAME!

### **BOOKING AND CUSTOMER SERVICE**

Consider prospecting-booking and customer service your primary responsibility.

### **FOLLOW UP APPOINTMENTS**

For every skin care set sold, you'll want to set up a follow up appointment, a skin care class, or invite her to your meeting.

### **OBSERVATION**

Allow your new team members to watch you work! They learn while you earn. Sometimes this is the clincher for your potential recruit (who's sitting there with you) on the fence to decide to do this!

### **ATTEND MEETINGS**

Missing meetings breeds complacency, which breeds denial, which breeds failure.

### **BE A TEAM PLAYER!**

Support and encourage your sister consultants to be all they can be in reaching their goals.

### **PRACTICE AND PERFECT YOUR SKIN CARE CLASS PRESENTATION**

You'll enjoy them more if you are not concerned about saying the wrong things! Of course, you want to be professional, but if you mess up now and then it's ok!

The difference between champions and the rest of the field is when champions fall down, they get up again... the rest of the field stays down when they fall!

# What makes for a winning team?

## 1<sup>st</sup> Quality

### **GREAT ATTITUDES**

We must approach this business with a will to win every day! We can do it! 90% of our success winning this game will be due to our attitude! Don't worry about failure!

- You have failed at things you don't even remember!
- You fell down the first time you tried to walk.
- You nearly drowned the first time you tried to swim.
- Did you hit the ball the first time you swung the bat?

### **HEAVY HITTERS**

The ones that hit the most home runs also strike out a lot! Babe Ruth struck out 1,330 times, but he also hit 714 home runs.

Don't worry about failure. Worry instead about the chances you miss when you don't even try.

## 2<sup>nd</sup> Quality

### **DISCIPLINED ACTION!**

We have to swing at the ball if we want to hit it! The pain of regret is stronger and lasts longer than the pain of discipline. Be disciplined in your game!

- We have to hold appointments if we want to build a customer base
- We have to build a customer base if we want to recruit
- We have to recruit if we want a car and directorship
- We can hit singles in this game - individual facials, selling products here and there
- We can hit doubles- encouraging our customers to use skin care sets
- BUT we really want home runs! We score big when we sell Complete Sets!
- We become Stars!

Everyone's dream is to hit a grand slam! Earn a gorgeous, brand-new Mary Kay career car!

We will have some strike-outs... it's part of the game. Just focus on the next pitch!

You will have postponements, cancellations, no shows. Just remember to overbook your week and over-invite guests to all your meetings.

We need to make sure our equipment is in order. The bats, balls, and gloves need to be in good condition.

In Mary Kay your equipment is your kit... keep it clean, updated, and stocked with samples. It is also your inventory...Have sufficient products to service your new and existing customers.

Be sure to wear your uniform! Order a Beauty Coat and a black skirt. If you are in Red make sure you wear it to EVERY Mary Kay event.

## 3<sup>rd</sup> Quality

### ACCOUNTABILITY!

As Sales Directors, we are your coaches, we are at practice rain or shine! We bend over backwards to support you. All we ask of you is to be women of your word. If you say you'll be at practice - be there! If you say you'll learn your positions - learn them! If you say you'll work out consistently, do it!

We have been through challenges just as you. We were rookies once! We "rode the pine" ... in other words, we sat on the bench a few times.

## 4<sup>th</sup> Quality

### AMBITION!

When you take the word Now and spell it backwards it spells **won**!

### PRE-GAME STRETCH

- A "**do it now attitude**" will always put you ahead – Now!
- Create your game plan – Now!
- Fill out your six most important things list each day – Now!
- Complete your weekly plan sheets – Now!
- Find at least 100 customers for PCP – Now!

## IN-GAME STRATEGY

- Hold three to five appointments every week
- Bring guests to meetings
- Schedule Team-building interviews
- Consistently order \$600 or more each month
- Become and remain Red Jackets!

## The Final Quality

### CUE FROM THE DUGOUT

Be adaptable! Peak performers look for excitement and possibilities! Constantly scan for new opportunities to improve your business. They realize fine-tuning and unintentional errors are a part of the game. Recognize the changes you need for your business to prosper and *don't resist making them*.

Last, don't compare yourself. There are no born winners OR born losers.

There are only born "choosers."

Mary Kay isn't for the chosen few, but for the few who choose it!