

A CONSULTANT'S GUIDE FOR SUCCESS

1. **ABCs:** Employ the **ABCs** of your Mary Kay career:
 - A. **A** positive attitude
 - B. **B**elief in yourself and your opportunity
 - C. **C**ommitment to your business!
2. **Consultants Guide:** Read your Consultant's Guide over and over and over.
3. **Keep Inspired:** Engage with motivational content daily.
4. **Training and Meetings:** Attend every unit meeting and other training and motivational functions made available to you.
5. **Three-Foot Rule:** Practice the three-foot rule: every person who comes within three feet of you is a potential client, hostess, or recruit.
6. **Planning:** Plan your work and work your plan. Use a weekly plan sheet every week.
7. **Goal Setting:** Set short-term and long-term goals. Write them down, make them visual with a goal poster, and recite them to yourself daily as affirmations.
8. **List Growth:** Keep an ongoing list of 25 booking prospects and 25 recruiting prospects.
9. **Book:**
 - A. Keep ten selling appointments or have 1½ times as many booked as you want to hold.
 - B. Practice and memorize the booking techniques in the Consultant's Guide, including booking, skincare classes, tentative date booking, and conversational booking.
 - C. Designate at least seven places in your skincare class flip chart (use a sticker or some other reminder on the pages) where you will mention a review facial during your presentation.
 - D. Always give your booking prospects a choice of "when" not "if."
 - E. Avail yourself of all means for obtaining new leads, such as booths, referrals, and facial boxes.
10. **Coach:** Coach your hostess at least **three** times:
 - A. When you book (use the Hostess Points flier)
 - B. When you call for the guest list
 - C. When you arrive at classSend thank-you notes or postcards after booking and after holding.

11. **Sell:**
 - A. Practice and memorize your table closing and individual closing.
 - B. Study how to overcome buying objections.
 - C. Take yourself out of the picture at a class or facial. Concentrate on your clients' needs and never have dollar signs in your eyes.
12. **Recruit | Use the Four-Point Recruiting Plan:**
 - A. Ask the hostess who's coming who might be interested in a part-time or full-time career, and ask that person if she's ever thought about it.
 - B. Give a crackerjack recruiting talk.
 - C. Select at least one person at every class or facial and ask to get together in the next day or two. Select everyone with whom you would like to work.
 - D. Ask for referrals and offer a special gift for any referrals who become active Consultants.

Follow up!

Invite guests to every meeting or function.

If you want three guests, have at least six confirmed.

Always have at least ten recruiting/hostess packets ready. Each packet contains:

- A. Your business card
- B. A Beauty Consultant agreement (your name and Consultant number filled in)
- C. Samples
- D. Your current hostess promotion

LISTEN TO YOUR DIRECTOR!

CONDUCT INTERVIEWS AND LEARN!

When conducting an interview, let your prospect do the talking— LISTEN!

Close an interview by asking if there is any reason why she can't fill out the Beauty Consultant agreement today so you can get her education schedule set up.

PRACTICE, PRACTICE, PRACTICE BY DOING IT!

BECOME A MASTER RECRUITER!

13. Participate in your unit's weekly and monthly contests as well as the Company's promotions. Read your Director's newsletter and APPLAUSE to know what's going on. Check the unit website regularly at www.maryedurrer.com
14. Support your sister Consultants and your Director – WE NEED EACH OTHER!

What you think about you bring about! Think Success!