

# BUSINESS POWER PLAN

Regardless of the reasoning behind your decision to become a Mary kay Consultant, now is the time to take a logical and rational approach in your business decisions. Consider the following in your planning routine:

- Inventory Requirements
- Appointment Scheduling
- Time Management
- Immediate and Extended Forecast Profits
- Cash Flow

*Now Follow the Next Five Steps to Make Your Best Business Decision!*

## STEP ONE: WHO DO YOU KNOW?

Make a comprehensive list of 30 facial/skincare class hostess prospects including family, friends, coworkers, neighbors, and acquaintances below (no need to prejudge her response). The only requirement –**she must have skin!** Make a note in the right column if you think she'd be great in this business—**Be thinking of Your First Team Members!**).

### FIRST TEAM MEMBERS

	NAME	PHONE NUMBER	Great for Business?
1			
2			
3			
4			
5			
6			
7			
8			

NAME

PHONE NUMBER

Great for Business?

9			
10			
11			
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## STEP TWO: INVEST YOUR TIME WISELY

Here's how you calculate how best to spend your time and resources.

### SKIN CARE CLASS (SCC)

- Average Sale: \$200 (\$100 Profit)
- People: 3-6
- Time: 2-3 Hours

### FACIALS

- Average Sale: \$75 (\$37.50 Profit)
- People: 1-2
- Time: 45-60 minutes

### PROFIT CALCULATION:

WEEKLY ACTIVITY	GROSS PROFIT WEEKLY	GROSS PROFIT MONTHLY
1 SCC @ & 1 Facial	\$137.50	\$550.00
2 SCCs & 1 Facial	\$237.50	\$950.00
3 SCCs & 2 Facials	\$375.00	\$1,500.00
3 SCCs & 3 Facials	\$412.50	\$1,650.00

## STEP THREE: HOW MANY FACES?

On-Hand Inventory: To determine the amount of product inventory you'll need on hand; assess how many faces you'll be working with by month.

Look at your schedule and calculate your availability. SCCs take 2-3 hours and facials 45-60 minutes. How many can you hold each week?

### WEEKLY CALCULATION:

Weekly # of SCCs \_\_\_\_\_ x 4 faces per class = \_\_\_\_\_ Faces

Weekly # of Facials \_\_\_\_\_ x 1 face per facial = \_\_\_\_\_ Faces

Weekly Total # of Faces: \_\_\_\_\_

### MONTHLY CALCULATION:

Weekly Total # of Faces \_\_\_\_\_ x 4 weeks = \_\_\_\_\_ Faces per Month

## STEP FOUR: HOW MUCH INVENTORY DO I NEED?

Refer to the *Great Start Program* brochure. Go through and highlight the number of faces each will cover.

With Product on hand, time management is efficient, and **CASH FLOW IS IMMEDIATE!**)

Based on your projected number of faces monthly, you'll need to invest in your store's inventory:

- ☐ \$3,600: Career
- ☐ \$3,000: Professional
- ☐ \$2,400: Premium
- ☐ \$1,800: Superior
- ☐ \$1,200: Enhanced
- ☐ \$600: Basic

Doesn't it Make Sense to Be "On Profit?"

## STEP FIVE: LET'S MAKE IT HAPPEN!

Business Debut Date: \_\_\_\_\_

Perfect or Power Start:  
Goals and Dates \_\_\_\_\_

First Recruit  
(Senior Consultant) \_\_\_\_\_