

WELCOME TO THE

Bold Believers Unit

New Consultant Packet

Unit Info:

Sales Director:

Bridget Penberthy

703-303-4662

bridgetpenberthy@icloud.com

www.bridgetsbolddbelievers.com

password- bold

My Consultant
Number:

My Recruiter:

National Area:

Legacy Leaders

National Sales Director:

Lara McKeever

Important Places to Get Information

Company Website- www.marykayintouch.com

To log in, you will need your consultant number listed above (you can find this in your initial email from Mary Kay) and a password of your choice. This is where you will order products, learn about the company, receive training, contest info, product education and updates, and much more!

Unit Website: www.bridgetsboldbelievers.com

Password: bold

This is our unit website that we use for recognition and training. Visit the new consultant section to get started!

Mary Kay Consultant Contact Center: 1-800-272-9333

Unit Facebook Group: Bridget's Bold Believers

Send me a friend request so that I can add you to the group. The Facebook Group is the fastest and easiest way to keep up with specific unit news!

Voxer: This is an app that we use for communication. Download the free app and find me to send me a message. My profile is bpenbe411

Weekly Training Events: Wednesday nights at the Aloft Hotel in Ashburn and Thursday nights at the Alexandria Studio. Both are at 7pm. Sunday Nights Zoom new consultant training at 9pm.

12 Step Program & Prize Checklist

Cross off each box when you complete!

<p>STEP 1: </p> <p>Beat The Box</p> <ul style="list-style-type: none"> -Make Contact List -Watch Welcome Videos -Voxer -Facebook -My Customers App. 	<p>STEP 2:</p> <p>Let's Talk!</p> <ul style="list-style-type: none"> -Make Order Decision -Schedule Kickoff Training -Complete Great Start Chat with Director 	<p>STEP 3:</p> <p>Let's Book!</p> <ul style="list-style-type: none"> -Schedule first 5 appointments 
<p>STEP 4:</p> <p>Perfect Start</p> <ul style="list-style-type: none"> -15 faces in 15 days 	<p>STEP 5:</p> <p>Keep Going!</p> <ul style="list-style-type: none"> -Schedule next 5 appointments! 	<p>STEP 6:</p> <p>Power Start</p> <ul style="list-style-type: none"> -30 faces in 30 days 
<p>STEP 7:</p> <p>Let's Share!</p> <ul style="list-style-type: none"> -Earn your pearls with 6 sharing appointments 	<p>STEP 8:</p> <p>Let's Gather</p> <ul style="list-style-type: none"> -Attend 5 meetings, live or virtual 	<p>STEP 9:</p> <p>Get Organized!</p> <ul style="list-style-type: none"> -Website -Propay 
<p>STEP 10:</p> <p>Let's Learn!</p> <ul style="list-style-type: none"> -Complete MK University 	<p>STEP 11:</p> <p>Get Confident!</p> <ul style="list-style-type: none"> -Complete Skin Care + Color Confident 	<p>STEP 12:</p> <p>Get Into Red!</p> <ul style="list-style-type: none"> -Earn your red jacket with 3 active team members 

Contact Names

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Perfect Start

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Power Start

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Let's Go

Perfect Start Power Start Pearls of Sharing

Booking Script

Hi {name}! It's {your name}. I am so excited because I am a brand new Mary Kay beauty consultant! I'm in a challenge to see 30 faces in my first 30 days! I wanted to see if you would be willing to help me with my training. Would you be up for that?

Pearls of Sharing

3 Sharing Appointments—
Pearl Earrings
3 More Sharing Appointments—
Pearl Bracelet
1st Recruit— Pearl Necklace

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Overcoming Booking Objections

You can overcome booking objections

LISTEN to the objection- **CLARIFY** what she says- **ACKNOWLEDGE** the concern & **OFFER** the solution

End each response with the: When would work better for you, weekdays or weekends?

Let me check with my friends and I'll get back to you on a date: You know, people are so busy, it's almost impossible to find a time that works for everyone. I find it works best if we go ahead and **book a tentative date** that works for us and then you can see who can come.

I'm just too busy: I understand_____, I'm a really busy person too so I can appreciate that! That's exactly why you deserve to be pampered and it will only take about an hour. I promise you will be glad you took some time out for yourself!

I don't have any money: I completely understand. There is NO obligation to purchase... I'd just love your opinion on our products and have some fun. We could even include some of your friends and you can get products for free or at a great discount!

I only use_____ brand: Great! I'd love to get your opinion on our product and how it compares to what you are currently using. Is there any reason why you couldn't just give me your honest opinion of our skin care, it would really help me out.

I tried Mary Kay once and broke out: I'm sorry to hear that! How long ago was it? May I ask what you mean by "broke out"? Was it blemishes (wrong formula) or little red itchy bumps (allergic reaction or sensitivity to an ingredient). It sounds like it may have been the wrong formula/ingredient sensitivity (choose) and with our newly updated product line I am confident we could find the right products for you. Would you be willing to give the NEW Mary Kay a try?

I don't know anyone who uses Mary Kay: That's great! If they use Mary Kay they probably already have a consultant and I don't want to take a client from another Consultant so I prefer that you invite friends, family, co-workers, etc. who just want to have fun and try new products!

I don't wear makeup: Great because Mary Kay is primarily a skin care company and I'm sure if you don't wear much makeup then you want your skin to look it's best, right?

Coaching and Pre-Profiling

Coaching the Perfect Party

Reasons to coach your appointments

- Helps us build a relationship with the hostess
- Insures a more profitable party
- Increases likelihood the party will hold
- Helps hostess understand what to prepare and what your need will be
- Helps keep hostess excited about the products she can earn for FREE!

Coaching Steps

1. Set a date and time for your appointment, let the hostess know that she can invite friends and earn products for free
2. Send a postcard reminder in the mail with the day and time of her appointment
3. Create an invitation using Pic Collage that she can send to her friends
4. Check back with your hostess to see if she invited her friends and give her the pre-profile questions to fill out. She can send this to her friends or you can offer to do this for her if she sends you the guest list.

Pre-Profile Questions

1. Would you say your skin is more oily/combo or normal/dry?
2. What are your biggest skincare concerns? (fine lines, breakouts, uneven skin tone, dark circles)
3. Do you have any allergies or sensitivities?
4. What is your eye color?
5. Have you ever tried Mary Kay before?

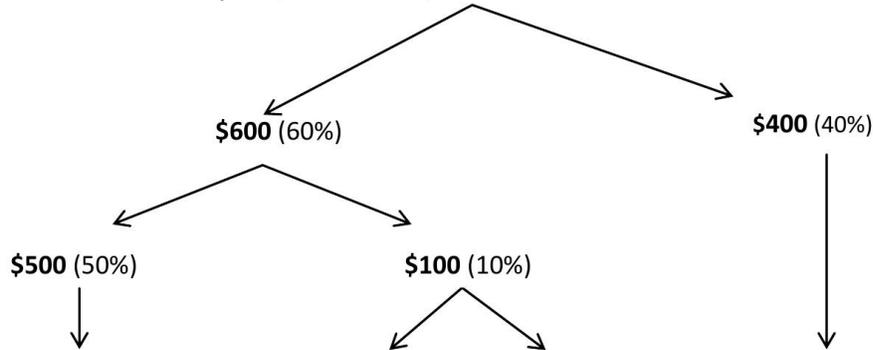
You can send this by texting this to them or by creating a google form which would provide you with a link that you can provide your hostess and her guests.

REMINDERS ARE CRUCIAL

As the appointment date approaches, it is important to send regular text messages so that the appointment will hold. You can ask her what her guest count is so that you can make goodie bags for each guest, ask her where you should park, and answer any questions that she has.

Mary Kay Ash's **60/40** Method of Money Management

Example: $\$250 \times 4 = \mathbf{\$1000}$



50%	5%	5%	40%
\$500 Reorders	\$50 Sales Aides	\$50 Mailing Costs	\$400 Paycheck
(1) Replace product that was sold or came off your shelf (2) Section 1 (Skin care 1 ST)	(1) Section 2 supplies (2) Website, ProPay, Business Cards (3) Dollar Store, Staples, etc. (4) www.mygirlfriendshouse.com	(1) S&H \$9.35 (2) PCP* gift w/ purchase = \$4 <small>*Preferred Customer Program</small> (3) PCP Mailing = \$.70 per customer (4) C.D.S. = \$5.75 (Customer Delivery Service) (5) Personal Mailings	\$400 -\$100 loan payment \$300 Free & Clear

Notes: