

# *Congratulations!*

*Welcome to  
Burdine  
Believers*  
**www.burdineunit.com**



**Patsy Burdine**  
Independent Sales Director



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## **You bought a Starter kit...Now what?**

- 1. Attend New Consultant Orientation**
- 2. Schedule a phone appointment with your Sales Director to follow-up and place your first order.**
- 3. Schedule your Grand Opening with your Sales Director or your recruiter on \_\_\_\_\_ at \_\_\_\_\_ am/pm**
- 4. Attend first 6 New Consultant Trainings.**
- 5. See First 13 Steps inside.**



# New Consultant Goal Sheet

**Name** **Recruiter**  
**Consultant #** **(if adoptee Director info)**  
**Home Phone #** **Work Phone #**  
**Cell Phone #** **E-mail**  
**Address**  
**City** **State** **Zip** **Birthday**  
**Married?** **Husband's Name** **Anniversary**  
**Husband's Occupation**  
**Children's Names and Ages**

I'd like to earn extra money weekly. \$ \_\_\_\_\_  
 Yes! I am interested in earning the use of a career car!  
 Yes! I am interested in becoming an Independent Sales Director!

**Please answer the following questions use the back of this page if necessary)**

**What was the reason(s) you began your Mary Kay business? What is your "why"/passion for Mary Kay?**

**What are some of your immediate goals and desires within Mary Kay for your family?**

**How would reaching your goal make your husband feel? Is he on board / supportive?**

**What do you expect from me, as your Independent Sales Director, that will help you the most?**

**What would you like to purchase for yourself with your first three months of earnings?**

**Please tell me more about yourself, your family, and your present or past work experience.**

**Tell me about your style: Choose from one or two of the following.**

**What is your Need, in other words, what motivates you internally, how are you wired?**

- a. Power and Achievement – like to be in charge, enjoys a challenge
- b. Fun and Laughter – everything's a party and you're the life of the party
- c. Safety and security – one step at a time, not necessarily slow, just one bite at a time.
- d. Freedom and Choice – can allow others to lead, but like the freedom to do it your own way.
- e. Love and Belonging – like to be connected and to serve others

<b>Finished!</b>	<b>13 Steps to get your Business off to a Great Start!</b>
<input type="checkbox"/> <b>1</b>	<b>Inventory:</b> Attend New Consultant Orientation to determine your inventory needs. Make your decision within 1 week and then work with your Director to place initial order to be sure you take advantage of all <b>first-time ordering bonuses</b> .
<input type="checkbox"/> <b>2</b>	<b>Register for Consultant First Steps:</b> Log on <a href="http://www.marykayintouch.com">www.marykayintouch.com</a> and fill in customer information in order to send out 15 Beauty Books to your friends/family for FREE!
<input type="checkbox"/> <b>3</b>	<b>Set up Mary Kay Web Site:</b> Log on to <a href="http://www.marykayintouch.com">www.marykayintouch.com</a> and set up personal Mary Kay web site for only \$25.00 your first year. Also, set Propay Account so that you can accept credit cards! Customers—shop 24/7!
<input type="checkbox"/> <b>4</b>	<b>Order your Business Card Kit:</b> (Be sure to include web site address on cards) <a href="http://www.mkconnections.com">www.mkconnections.com</a> —The business kit is recommended. A \$73 value for as low as \$43. It includes 400 business cards & business card case, 1000 business labels, customized name tag with magnetic clasp, self inking name and address stamp.
<input type="checkbox"/> <b>5</b>	<b>Open separate Bank Account:</b> Go to Wachovia or Bank of America (or any other bank who offers accounts with FREE checking and a debit card.) You should keep your business and your personal finances separate! Tell the bank it is for personal money, NOT business!
<input type="checkbox"/> <b>6</b>	<b>Make a List of Everyone you Know:</b> (These contacts will be the start of your new business.) Don't pre-judge...and make a special mark next to those people who you might like to have on your team. Set up 10 practice interviews with Your Director.
<input type="checkbox"/> <b>7</b>	<b>Schedule Your Business Debut:</b> This is the "grand opening" of your business. Invite all of your friends, family, co-workers and neighbors. (This can only be done once your inventory arrives.)
<input type="checkbox"/> <b>8</b>	<b>Complete Perfect Start/Power Start and Become Familiar with the Products:</b> Perfect Start: 15 Faces in 15 Days (Earn Pin) Power Start: 30 Faces in the 30 Days (Earn Pin) Use all products, head to toe. Study the Look Book / Beauty Book to become familiar w/ products.
<input type="checkbox"/> <b>9</b>	<b>Listen to Training CD's:</b> Found in your Starter Kit. It is imperative that you listen to this valuable training. Listen while you sit in traffic and work smarter rather than harder!!
<input type="checkbox"/> <b>10</b>	<b>Attend Success Training:</b> Attend your first training and bring a guest! Meetings are not mandatory, but Consultants who "show up—go up"
<input type="checkbox"/> <b>11</b>	<b>Stay in touch with your Director:</b> I work closely and commit my time to those who are consistently working. Don't hesitate to call with questions. "Turn in your Weekly Accomplishment Sheet to me every week!"
<input type="checkbox"/> <b>12</b>	<b>Tap into Unit Conference Calls!</b> Receive training and motivation from top Sales Directors from the comfort of your own home. Check your email for the conference call schedules!
<input type="checkbox"/> <b>13</b>	<b>Have Fun and Enjoy this Business!</b> This is an amazing opportunity and you deserve to reap all the benefits it has to offer. Remember that enthusiasm is your best sales too! Concentrate on helping others and in doing so, you will help yourself! Always use the Golden Rule: Treat others the way you want to be treated!

# Mary Kay Contact List



Make a list of every person you know that has skin on their face! They can help you start your business, give you their opinion, and allow you to practice on them. Write down literally everyone that comes to mind—people with whom you went to school, people you work with or have previously worked with, relatives, relatives of relatives, and people you come in contact with that you might not even know their name.

	<u>Name</u>	<u>Address</u>	<u>Phone</u>
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24. \_\_\_\_\_
25. \_\_\_\_\_

## In Addition to the Obvious,

Your immediate family, in-laws, cousins, neighbors,  
Friends and work associates, what about the person...

- From your old job
- From school or college
- You know from your favorite sport or hobby
- From your child's activity
- From your church
- From community activities
- From whom you rent
- To whom you sold a house
- That you met through your husband significant other
- Who checks you out at the grocery
- That you met on vacation
- Who checked you in at your last hotel
- Who gives your child lessons
- Who cuts your hair
- Who fills your prescription
- Who leads the PTA?
- Girl/Boy Scouts?
- Who works the desk at the health club
- Who booked your last vacation
- Who sells baskets/candles
- Who bought a house last on your street
- Who is your bank teller
- Who is your florist
- Who was your nurse at the office/hospital?
- Who was your maid of honor
- Who is your cleaning lady
- Who you met in the grocery/bank line?
- Who was your bride you saw in the newspaper
- Who is your child's/your friend's child's teacher
- Who is the secretary at your work/school
- Who sells you your clothes
- Who sells you your shoes
- Who sold you your glasses
- Who is the wait staff at your favorite restaurant
- Who you met at your last business luncheon
- Who helped you at the last jewelry store you were in
- Who helped with your last decorating purchases
- The last salesperson to give great advice
- Who did I miss
- **ADD YOUR OWN!**

**NOTES:**

## 3 P's to Success

### 1. POWER START



In order to become a pro at Skin Classes and Facials it is important to practice on as many faces as possible! Ask your friends if you can borrow their face!

When you practice on 30 faces in 30 days or 10 classes in a month, you will have completed your POWER START!

When you practice on 15 faces in 2 weeks or 5 classes in 2 weeks, you will have completed your PERFECT START!

When you practice on 30 faces in one month and share the opportunity with 6 people in one month you have completed your POWER START PLUS!

Now without even realizing it you will have made money, built a customer base, and become a makeup/skin care pro! You will earn the glitzy "PS" pin to wear with your Sr. Consultant Enhancer and Ladder of Success Pin.

### 2. PEARLS OF SHARING/SENIOR CONSULTANT



When you share the business opportunity with your Director's help with one of your customers, and they become an active Independent Beauty Consultant, you will earn your Senior Consultant enhancer for your Mary Kay pin. You will also earn the title "Senior Consultant" and the opportunity to earn a 4% team building commission.

Share the opportunity/bring 3 guests in your first month and earn the Pearls of Sharing Earrings

Share the opportunity/bring 6 guests in your first month and earn the Pearls of Sharing Bracelet

Add one new qualified personal team member in your first month and earn the Pearls of Sharing Necklace.

Mary Kay taught us that the three most important pins as a New Consultant are the PS pin, signifying the completion of a perfect start to your business, the Senior Consultant enhancer, signifying that you have shared the career opportunity with at least one person, and the Ladder of Success pin, signifying that you are a Star Consultant stick to these three goals as a new consultant, and you will be on your way to the TOP!

### 3. PROFIT LEVEL

It is so important to have your customer's products on hand in order to insure the level of customer service Mary Kay brags about! Listen to your "Inventory Options" CD in your New Consultant Packet and talk with your Director about your inventory options. Being on Profit Level means you have some of everything in your store to service your customers. You will earn the Ladder of Success pin with the genuine stone when you begin as a Star Consultant or above.



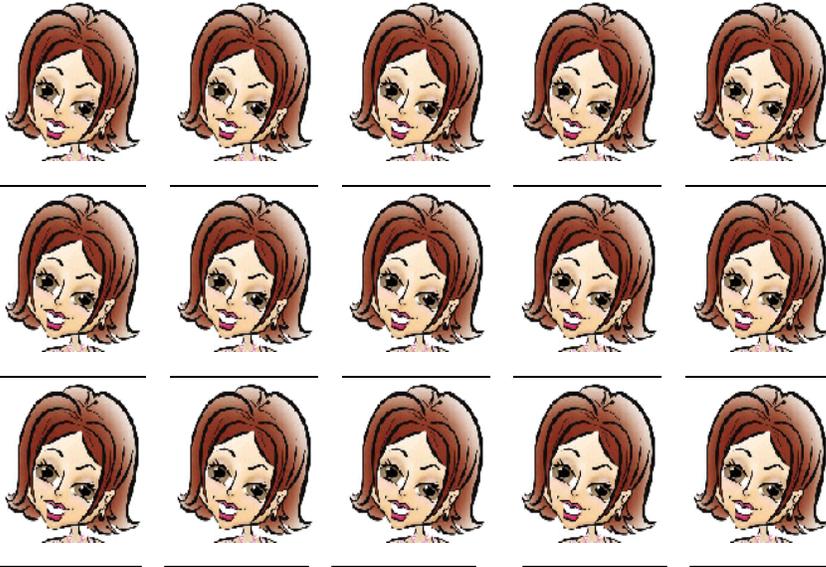
# Start Earning Now Sharing

Hold 3 "Career Coffee's" sharing the Mary Kay Opportunity with my Director's Guidance in the first 30 days to earn the **Pearl Earrings**.

## Faces

### Perfect Start

A Perfect Start is holding 5 parties (or 15 faces) in 15 days from the date of the first appointment. When you have completed your Perfect Start, you can earn your Perfect Start pin.



Hold 6 "Career Coffee's" sharing the Mary Kay Opportunity with my Director's Guidance in the first 30 days to earn the **Pearl Bracelet**



### POWER START

A Power Start is holding 10 parties (or 30 faces) in 30 days from the date of the first appointment. When you have completed your Power Start, you can earn your Power Start Pin.



Recruit your first Qualified Team Member and receive your **Senior Consultant Pin & Pearl Necklace**



Complete 30 facials (Power Start) and share the opportunity with 6 people (Pearls of Sharing) & receive the **Power Start Plus Pin**



### Medals of Honor

Add **three** new personal team members in one month and receive Bronze Medal

Add **four** new personal team members in one month and receive the Silver Medal

Add **five** new personal team members in one month and receive the Gold Medal and recognition in Applause Magazine!



Consultant Name: \_\_\_\_\_

Medal of Honor Program is available to all consultants as well as New Consultants

# **SCHEDULING APPOINTMENTS**

## **Know Your Law of Averages**

1/2 of the guests you invite and CONFIRM will attend  
1/2 of the classes you book and CONFIRM will hold.  
1 out of 5 women you share the marketing plan with will sign

## **Your plan for Success**

5 New contacts and 2 New bookings EVERYDAY!

## **Booking Your Classes**

“Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay, do you have a quick minute? Great! As you know, I am a brand new consultant with Mary Kay and I am in a huge contest! I have to practice on as many faces as possible this month for my training, and I was wondering if I could borrow your face and the faces of some of your friends? Can I count on you to let me practice on your face? I have these three times available this week \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

Which would be best for you? Great! I will be calling you on \_\_\_\_\_ at \_\_\_\_\_(time) to get your guest list for your class. I will also be sending you a hostess packet today to explain how you can earn \$100 in free products as a thank you for helping me with my challenge!

Have a great day!”

## **Common Objections & Correct Responses**

1. **“I’M TOO BUSY!”** Great! Mary Kay taught us that it is the busiest people who get things done. That’s the reason I chose you!
2. **“HOUSE PROBLEMS”** Great! I would love to have you and your friends as guests in my home!
3. **“I DON’T KNOW ANYONE!”** Great! This will give you a chance to make some new friends! Just ask 2 or 3 people and have them bring 2 or 3 friends.
4. **“I DON’T HAVE ANY MONEY TO BUY MARY KAY”** Great! Did you realize that you can get products at reduced cost or even free when you share your facial with friends who purchase the product?
5. **“I DON’T USE MAKEUP”** I can appreciate that. I believe you will be really impressed with our skin care. I would certainly value your opinion and I believe you would have fun with it.
6. **“I’VE BEEN USING BRAND X”** Great! I have heard a lot about that product, but I’ve never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion gives me a good comparison.
7. **“I’M ALLERGIC”** Mary Kay has just recently improved all of our skin care products. They are now allergy tested and fragrance free! Mary Kay gives you the opportunity to try the product before you consider purchasing and you are protected by a satisfaction guarantee! You see...Mary Kay caters to people with problem skin.

# Exemplify the Mary Kay Image

## Mary Kay Professional Attire

With each career level, you change business attire and pins.

### **Mary Kay Consultant:**

Dress or Business Suit, black or neutral hose, and closed toed black dress shoes. Mary Kay logo pin.

### **Mary Kay Senior Consultant:**

Same attire as MK Consultant with MK Senior Consultant Pin Enhancer

### **Star Recruiter:**

Black skirt, white blouse, RED Jacket w/ MK Star Recruiter Pin Enhancer.

### **Team Leader:**

Same attire as Star Recruiter except Team Leader Pin Enhancer is worn.

### **Grand Achiever:**

Same attire as Team Leader parked proudly in that brand new white car!

### **Future Sales Director/DIQ:**

Black skirt, BLACK blouse (DIQ only), RED Jacket with Future Sales Director Pin Enhancer and/or optional scarf, black or neutral hose, and black dress shoes.



The Ladder of Success pin designating Star Consultant status and the Power Start pin may be seen on any MK Consultant or Director. These pins can be awarded to any career level as they are earned.

### **FASHION ETIQUETTE**

1. Wear hose that are the same color as the hem line or a neutral or natural color.
2. Wear shoes that match or coordinate with business attire. Shoes should never be a lighter color than the color of Hem line. (EX. Don't wear white shoes, white hose, and a black skirt).
3. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, ect.
4. Purse or briefcase should be professional looking. Black or Neutral color such as Brown leather will look more professional.
5. Wear a hair style that compliments your facial features. Preferably an up to date style and off your face. Have you received a compliment recently? If not consider a different hair stylist.
6. Even though fragrance is part of our business, it should be subtle. A lot of customers and fellow consultants are allergic or bothered by strong fragrances.
7. Nails should be clean and well manicured. Nail color should match your attire or a clear nail polish should be applied.

### **MEETING ETIQUETTE**

1. Always arrive 10 - 15 minutes early to all events, meeting, and appointments.
2. Mary Kay attire should be worn to business events, meetings, ect.
3. Arrive with a 100% positive attitude and language.
4. Try to bring guests to all events. They deserve it!
5. Socializing with fellow consultants should be done before and/or after meetings or events.
6. Talking and disrupting meetings are rude and disrespectful to the speaker and/or Director.
7. Chewing gum during meetings and/or events is distracting. Mints and/or hard candy are suggested.
8. Electronic devices such as cell phones and pagers should be silenced during meetings and events. Excuse yourself completely before placing or answering a call.
9. Children should not be brought to meetings and/or events unless they are over the age of 18 and/or a recruit prospect. Talk to your director regarding nursing infants.
10. Cheer and applaud in the same manner you would like others to applaud or cheer for you.

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# Training Hotline

*Listen to the 10 minute calls to learn how to  
build a successful Mary Kay Business*



# 641-715-3800

Access code: 21322

- \_\_\_\_\_ **1. Get Started Now**
- \_\_\_\_\_ **2. Booking Your first Appointments**
- \_\_\_\_\_ **3. Coaching those Appointments**
- \_\_\_\_\_ **4. Opening Your Presentation**
- \_\_\_\_\_ **5. Closing Your Presentation**
- \_\_\_\_\_ **6. Image, Attitude & Emotional Management**
- \_\_\_\_\_ **7. Teambuilding**
- \_\_\_\_\_ **8. Time Management**
- \_\_\_\_\_ **9. Money Management & Weekly Accomplishment Sheets**
- \_\_\_\_\_ **10. Career Path**



After each call, leave a message with the 3 things you learned about that particular lesson. After I get your message we will have a coaching session.

Complete your training calls and other items on Get Started Now

