

Pink Bootcamp Week 2.

- 1 \_\_\_\_\_ Print out your Boot Camp Materials ([shineunit.com/pinkbootcamp](http://shineunit.com/pinkbootcamp))
- 2 \_\_\_\_\_ Read Chapters 6-9 of MK Autobiography & Share your biggest takeaway from what you read on your Unit's Facebook Group.
- 3 \_\_\_\_\_ Make your 6 Most Important List & VOX/Check In with your Director Every Day(Except Sunday)  
\_\_\_\_\_ fri \_\_\_\_\_ sat \_\_\_\_\_ mon \_\_\_\_\_ tues \_\_\_\_\_ wed \_\_\_\_\_ thurs
- 4 \_\_\_\_\_ Watch Pamela Shaw's Seminar Speech [FIGHT FOR THE LIFE YOU WANT](#)(youtube) Optional: Share your takeaways in FB group
- 5 \_\_\_\_\_ Put Together 10 hostess packets(hostess Flyer, look book, business card, outside order forms), 10 goodie bags, and 10 recruiting packets(starter kit flyer, recruiting flyer, business card, lookbook(optional))
- 6 \_\_\_\_\_ Go to Product Central on marykayintouch & learn about 3 products that you do not currently use or know much about. List the product & what you learned about it.  
i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_
- 7 \_\_\_\_\_ Share with 3 customers or friends what you learned about one or each of the above products. Thought: who in your life could benefit from using that product(s)? Write the name of who you shared what product with:  
i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_
- 8 \_\_\_\_\_ Book 3 NEW selling appointments of any kind to be held within the next 2 weeks.  
Optional, but the GOAL: to always have 10 selling appts on your datebook  
Name \_\_\_\_\_ type of appt \_\_\_\_\_ how many people are you expecting there \_\_\_\_\_  
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- 11 \_\_\_\_\_ Facial 3 women in the next 6 days.,  
Name \_\_\_\_\_ Sold \$ \_\_\_\_\_ Booked for Follow Up Appt \_\_\_\_\_ Left her with Career Info \_\_\_\_\_  
Name \_\_\_\_\_ Sold \$ \_\_\_\_\_ Booked for Follow Up Appt \_\_\_\_\_ Left her with Career Info \_\_\_\_\_  
Name \_\_\_\_\_ Sold \$ \_\_\_\_\_ Booked for Follow Up Appt \_\_\_\_\_ Left her with Career Info \_\_\_\_\_
- 12 \_\_\_\_\_ Book 3 guests to come to next weeks training on the PARTY! They will also count for your PEARLS!  
Name \_\_\_\_\_  
Name \_\_\_\_\_  
Name \_\_\_\_\_
- 13 \_\_\_\_\_ Hold 3 practice career chats with your director.  
Name \_\_\_\_\_  
Name \_\_\_\_\_  
Name \_\_\_\_\_

# EXEMPLIFYING 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 (optional), and black dress shoes. Mary Kay logo pin.

**Senior Consultant**- Same attire as MK Consultant with MK Senior Consultant Pin Enhancer.

**Star Team Builder**- Black skirt, white blouse, RED Jacket w/ MK Star Team Builder Pin Enhancer.

**Team Leader**- Same attire as Star Team Builder except Team Leader Pin Enhancer is worn.

**Grand Achiever**- Same attire as Team Leader parked proudly in that brand new 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 (optional), & 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.

Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would you be more likely to purchase-Clean or Dusty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.

### 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 lighter than color of hem line. (Ex. Don't wear white shoes, white hose, & black skirt).
3. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, etc.
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 to 15 minutes early to all events, meetings, and appointments.
2. Mary Kay attire should be worn to business events, meetings, etc.
3. Arrive with a 100% positive attitude & 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 the 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 should be silenced during meetings & 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.

# VOICE MAIL GREETING SUGGESTIONS

Objective: Greet callers with a professional, business message that identifies who the caller has reached and instructions to leave a message. You can tell a lot about a person from their phone greeting. You can tell if they are positive, enthusiastic, energetic and professional. Make sure to convey the Mary Kay Image in your greeting with the following tips.

## TIPS:

1. Create the message yourself – not other family members, automated messages, or an assistant etc. You are your business – you need your callers to identify with your voice and personality.
2. Read from a script – don't try to wing it.
3. Practice the script.
4. Smile as you create the greeting – you can hear a smile in a voice greeting.
5. Speak enthusiastically.
6. Do not speak too quickly or too slowly.
7. Be clear and to the point. Callers will hang up if your message is too long.
8. Sample Greetings: *“Hello, you have reached the cell phone of \_\_\_\_\_, Independent Beauty Consultant with Mary Kay Cosmetics. I am away from the phone or on the other line. Please leave your name and number, and I will return your call promptly. Have a GREAT day!”*

# Mary Kay Weekly Plan Sheet

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

Week of: \_\_\_\_\_

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							



# Power Start +1

Start Date : \_\_\_\_\_

End Date: \_\_\_\_\_

30 faces in 30 days + 6 interviews + 1 new qualified team member

1	\$	16	\$
2	\$	17	\$
3	\$	18	\$
4	\$	19	\$
5	\$	20	\$
6	\$	21	\$
7	\$	22	\$
8	\$	23	\$
9	\$	24	\$
10	\$	25	\$
11	\$	26	\$
12	\$	27	\$
13	\$	28	\$
14	\$	29	\$
15	\$	30	\$
		\$	

Total Sales

## How to complete your PS+1:



**Step 1:** Have 30 women try the Mary Kay Skin Care in your first 30 days (or have 5 parties with 6 people in attendance). When you complete this you will earn the PS Charm.

**Step 2:** Share the Mary Kay opportunity with at least six of the 30 women.

**Step 3:** Add your first qualified new team member and earn your Senior Consultant Enhancer and Beauty Coat.



# Beauty Coat Contest

You can earn the Pearls of Sharing AND your MK Beauty Coat by sharing the MK opportunity with at least 9 women in your first 30 days! You can share the opportunity via a three-way call with your Sales Director, by bringing a guest to your weekly meeting, or by having your potential new team member call in to the Pre-Recorded Marketing Line! We suggest doing a combination of the three. Make sure that before you share the opportunity each of the women have tried the Mary Kay products.

**CONSULTANT NAME:** \_\_\_\_\_



Earn your **Pearls of Sharing Earrings** by sharing the marketing plan with 3 women.

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

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

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

Earn your **Pearls of Sharing Bracelet** by sharing the marketing plan with 3 additional women.

*(6 total)*



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

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

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



Earn your **Pearls of Sharing Necklace** by sharing the marketing plan with 3 additional women. *(9 total)*

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

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

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

Earn your **Beauty Coat** by adding 1 Great Start-qualified team member\* and completing a Power Start

Name of recruit: \_\_\_\_\_

Wholesale Order amount: \_\_\_\_\_



\*A Great Start-qualified consultant is one whose initial order or cumulative orders are \$600+ wholesale, and are received in the same or following three calendar months as her/his Beauty Consultant Agreement.

# Party Guest Set Up

## Basic Checklist

- Customer Profile Card
- Sales Ticket
- Pen
- Facial Cloths cut in half for Lip Scrub
- Mascara Wand
- Cotton Rounds
- Set Sheet/Placemat
- Lip Gloss Sample
- Mirror
- Plastic Tray
- Tray Insert
- Washcloth



Customer Profile

Handwritten annotations on the form include: '1. Age Range' with a circle around the 20s-30s section, and '2. Your Primary Skin Care Needs?' with an arrow pointing to the 'I don't see my issue' option.

Sales Ticket

Handwritten annotations on the sales ticket include: 'DATE' with a circle around the date field, and 'ITEMS' with an arrow pointing to the item list table.



Washcloth

Facial Cloth (for Lip Scrub) & Mascara Wand



Lip Gloss Sample



Cotton Round

Pen



Mirror

Set Sheet/Placemat

The set sheet features several product sets with prices:
 

- POPULAR SETS:** 1/2 Price Foundation Brush with purchase of any Skin Care Set. FREE ROLL-UP BAG with any 4 sets! (\$25 value).
- BASIC SET (1 SET):** 3D 4-in-1 Cleanser, 3D Day Cream, 3D Night Cream, 3D Eye Cream. Price: \$76.
- MIRACLE SET (2 SETS):** 3D 4-in-1 Cleanser, 3D Day Cream, 3D Night Cream, 3D Eye Cream, Your choice of Foundation or CC Cream. Price: \$130.
- ULTIMATE SET (3 SETS):** 3D 4-in-1 Cleanser, 3D Day & Night Creams, 3D Eye Cream, Microdermabrasion Plus Set, Your choice of Foundation or CC Cream. Price: \$185.
- FLAWLESS SET:** Translucent Powder, Foundation, Primer & Concealer. Price: \$50.
- EYE DEAL SET:** Oil-Free Eye Makeup Remover, Mascara & Lip Gloss. Price: \$45.
- SOOTHE & MASK SET:** Charcoal Mask, Soothing Eye Gel. Price: \$40.
- SATIN SET:** Satin Hands Polish, Satin Lip Set. Price: \$58.
- SKINVIGORATE CLEANSING BRUSH:** Includes two Soft Heads & Batteries. Price: \$50.

Tray Insert



Clear Plastic Tray

The set sheet includes a mirror at the top and a clear plastic tray insert with compartments for products. Below the tray is a 'FUN FACTS' section:
 

- Yes It's Pink:** Today, more than 4,500 Cancer Cures are on the road, with more than 1,000 of those being the prestigious Pink Cadillac.
- We are a global brand:** Our products are currently in over 40 markets on 5 continents.
- Our Pink is Green:** We have 100% biodegradable packing materials, are landfill, non-toxic, non-hazardous, and a worldwide recycling program.
- We give back:** In 2010, The Mary Kay Foundation donated \$47.7 Million to support leading research for cancer affecting women and domestic violence prevention programs.
- We are Career Women:** More than 300 Independent National Sales Directors in the United States have earned more than \$1 million in commissions.
- We are an industry leader:** Our company generates \$4 billion in annual sales globally.

Personalized Skin Care. Customized Color.

Let me help you find your perfect look.

# How To Book Appointments

## Booking Your First Appointment as a NEW Consultant:

The secret to success with booking your first appointment is to use the MAGIC script shown below.

You might be tempted to change the script but don't! Here's why: the script has been tested on thousands of people and it WORKS. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

You can add any friendly courtesies at the beginning like, "I hope your son is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection 😊  
When you use this script, 1 out of 10 people will say yes to book an appointment.

## Magical Script:

Hi Suzie! How are you? Ok, this is random but I am now a Mary Kay Beauty Consultant and part of my training is to give 30 women a free facial in my first month. Basically you get a satin hands treatment, an anti-aging facial, and expert foundation matching. Any chance you could be one of my 30?

That's it! Your goal is to send this script to everyone you know. It has to be PERSONALIZED and INDIVIDUALLY sent to each person. If you mass message, you will get NO response. You can send this by text message, by email, or by private message on Facebook.

## But I'm Not New – What Should I Say?

Hi Suzie! How are you? I hope you are great! I am a Mary Kay Beauty Consultant and I'm in a big contest to give 30 women a free facial this month. Basically you get a satin hands treatment, an anti-aging facial, and expert foundation matching. Any chance you could be one of my 30?

## What do I say to get back in front of my current clients that I haven't seen for a month or more?

Hi Suzie! How are you? I hope you are great! I'm putting together a summer (or fall or winter) portfolio of makeup looks and I wanted to ask you if you'd be willing to let me try a new look out with you. It's free and you'll look fab! I need 30 this month for my book. Any chance you could be one of my 30?

## How many people should I send this to?

Ideally you want to send it to 75-100 people on your first day. If you send it to 100, 10 will say yes. If more say yes then great! That's a blessing! Don't worry, 50% of what you book will cancel or reschedule so you'll want to overbook and even double or triple book the same time slot. It always works itself out!

## What do I say when they respond?

When they respond, "Yes, when is it?"

You say, “Great! Thank you so much! You’re the best! Basically, we pick a one-and-a-half hour window that will work best for you. It looks like I have an opening on Tuesday at 6:30 or Saturday at 11am. Do either of those work for you?” (only give two options)

You are welcome to schedule these at her home, your home, or at our Weekly Success Night. You may go back and forth for a few texts to set the date.

### **She may say, “Let me get back to you...”**

You say, “Ok that sounds great! Is it ok if I text you to check in later tonight? I’m in a contest to get these all set up with times by midnight...we can pencil in a time if need be. Thanks again for your support! I’m so excited about getting together!”

### **What do I say when I haven’t set a date yet?**

The biggest challenge is to take someone from a YES to an actual date. If she ignores you, then follow up a day later. Then follow up every 3 days, being very kind and passive. This is called being assertive and treating your business like a business. There’s fortune in the follow-up. Consultants who follow-up are more successful! You are only being pushy when say says, “I’m not interested” and you keep asking her. As long as she has shown interest, it’s your job to follow up and get her booked.

### *Here is your assertive non-pushy script to send 3 days later:*

Hi Suzie! I know you were interested in being one of my 30 faces, and I’m almost at my goal. I know you’re super busy and I sooo do not want to be a bother, but I just wanted to check in to see if we could pick a date. Are you by chance free on Saturday at 11?

### *Follow up in 3 more days with:*

Hi Suzie! Just checking in one last time to see if you are still willing to be one of my 30 faces. I would really hate to bother you if you have changed your mind. Let me know either way ok? I would love to see you!

All of these messages are assertive and non-pushy. They show you are a true professional that takes your business seriously and is totally committed to making your business a success.

### **Hip Hip Hooray You Booked Her! Now what?**

“Ok Suzie you are confirmed as one of my 30 faces this month! Our appointment will be at 11am and we always start and end on time so you’ll be out the door by 12:30. You’re awesome – thank you!

Now Suzie, you can bring a few others along, like a neighbor or coworker, or friend who might want some pampering and will help me reach my goal. Would you like to share your session with anyone else?

**What if she says, “I would love to invite people! Let me ask my friends and get back to you.”**

“Ok no problem! Check with your friends to see if Saturday at 11am works for them. Let me know who is coming so that I bring enough supplies. I’ll check back with you in a day or two to see who said yes or you can text me as they respond to you.”

**Next Steps...**

Immediately after you book her, send her a HANDWRITTEN thank you note via snail mail. You know, like in the dark ages where you write with a pen and then put a stamp on it and walk it to the mailbox and the mailman takes it to her mailbox for you? Trust me – SNAIL MAIL.

“Suzie I’m so looking forward to seeing you on Saturday at 11! You have no idea what this means to me, and I am forever grateful for you being there to support me. You’re the best! Love, Leigh Ann”

## How To Coach Appointments

Coaching is the art of keeping appointments on your books.

Follow up with her in 24-48 hours with, “Hi Suzie! I’m getting everything ready for your customized facial on Saturday and just need to ask you a few quick questions while I have you:

Is your skin dry or oily?

Do you have any allergies or skin conditions that I should be aware of?

Is your skin ivory, beige, or bronze?

If you could change one thing about your skin what would that be?

When she responds, write down her answers on a Customer Profile Card found in your Starter Kit. Then respond, “Thanks so much! Who are you bringing with you? I’ll just need their names and numbers so that I can shoot them a quick text with the same questions.”

*If she responds with the names and numbers...*

“Ok girl thank you! I’ll shoot them the text and then get to work on creating an amazing appointment for you! See you on Saturday!”

Start a new Customer Profile Card for each guest. Text them the same questions. Record their answers as they respond (just know that not everyone does and that’s ok).

*If she doesn’t respond...*

Give it another 24 hours. Then text, “Hi Suzie! Today is the deadline for me to order the supplies for your session on Saturday. When you have a moment please let me know how many are joining you. I really want to make sure I have everything to make your day perfect!

*If she still doesn’t respond...*

Give it another 24 hours Then text, “Hi Suzie! I’m so sorry to bother you. I haven’t heard from you and I hope that you are ok! I don’t want to be a bother so if I don’t hear from you today I will just assume that something has come up and that Saturday isn’t a good day. I’ll take the appointment off of my books and we can reschedule, no problem. If you still plan on coming please let me know by the end of the day today. I hope you are ok! Let me know either way ☺”

Remember, half of the appointments that you put on your books will hold. If the signs are there that she isn’t holding the appointment, you want to be able to schedule something else in its place (or hopefully you have double or triple booked that time slot and you are relieved that something cancelled)!

## Need More Time To Make Bookings?