

THE PERFECT CLASS

by Renee Hackelman

Dialogue for Presenting the Many Benefits of Having Your Own Business

Consultants: Use the following idea to present to your skin care class AFTER the foundation is applied and BEFORE you begin your color cosmetics segment of the class. You will use candy bars to represent each BENEFIT that you will briefly share about. I suggest that you purchase the snack size candy bars & 10 packs of gum and use a small gift bag or zip-lock bag at your class to hold 1 of each type of candy/gum (don't take all 11 bags of candy/gum-just one of each per appointment!). To save time, make up 5-10 complete bags of candy at one time so you are always ready for your classes!

Now, I would love to share some of the benefits of having your own business! Please pay extra attention-we will have a test in just a moment! These are some of my favorite reasons why women have begun with our Company:

1. **PAYDAY CANDY BAR**-represents the \$ we can make with Mary Kay! What I love about this benefit is that ANY day can be PAYDAY with this career! Some women like to have a PAYDAY once a month, some once a day! And, even really part-time, this career can come in handy with unexpected expenses by spending some time on the phone to create a PAYDAY!
2. **BIG RED GUM**-represents the Career Advancement & Self Promotion with our Company! Everyone starts MK exactly the same way! It doesn't matter where you live, how old you are, what experience you bring to MK, any consultant can choose to MOVE UP at any time no matter how long or how short she has been in our Company-she just has to look in the mirror and say "I need a raise and I need a promotion!"
3. **ALMOND JOY**-represents the JOY of having a career that offers personal growth and self-improvement I often hear that Mary Kay is a career where we get paid to have personal growth! Many women I meet love that this career allows them to build their confidence, overcome shyness or have personal growth!
4. **3 MUSKETEERS BARS**-represents the 3 PRIORITIES that our Company is founded upon: God first, family second, Career third. I truly believe that most women seek to live their lives by these priorities, but often the Corporations or Employers we work for or businesses we are a part of don't hold this same priority! Mary Kay the woman was so convinced in 1963 that this would be the foundation of how her Company was built. It holds true today, 38 years later, and makes our Company so unique.
5. **MILKY WAY BAR**-represents that we have NO LIMITS in our Company-any woman can choose to advance as far as she wants to go. On the other side of that, we have NO QUOTAS, so any consultant can truly set her own goals based on her personal situation!
6. **LIFESAVERS**-represent our AWESOME PRODUCT, which is a "lifesaver" to many women across the globe! This is the 6th year in a row our Company has been named the "Best Selling Brand of Skin Care" in the NATION! Wow!
7. **EXTRA GUM**-represents the EXTRA'S that are a part of having a business at home! These include: tax deductions (lots of them, all legal!). Getting to be your own boss, total flexibility and getting your product at wholesale, just to name a few!
8. **SNICKERS**-represents the girl fun we have in Mary Kay! Many women are attracted to Mary Kay because of the awesome friends you make and the opportunity to meet lots of new women.
9. **STARBURST**-represents PRAISE and RECOGNITION! The first program is the quarterly STAR CONSULTANT PROGRAM, which allows any consultant to earn a great prize each quarter! It goes up from there. We praise people to success AND are rewarded with Cinderella prizes!
10. **\$100,000 GRAND BAR**-represents management and the chance to move up to a great income! \$100,000 is the average pay to a director who has been driving a Pink Cadillac 3 years or longer! Mary Kay says THAT is a girl size pay!
11. **M&M'S**-represents "Meetings & Motivation"! Mary Kay is NOT a pyramid company, not a get rich scheme, but IS a terrific way to build a business at your own pace with lots of rewards! What sets us apart is the ongoing training and support we receive throughout the lifetime of our MK careers!

Now we'll have our quiz! (I quickly hold up each candy bar and ask what benefit it represents!) Now what I'd like to do is have you tell me YOUR favorite benefit, and I'll give you that candy bar! Who knows what they want? (I allow someone to go "first" and then keep going so I need to ask each guest to choose one and tell me why she picked and liked that one!)

Then I hand out the 21st Century Women PROFILE and ask them to quickly fill it out while they eat their candy (or chew their gum). You could have a quick drawing for a small prize such as a wrapped mini-fragrance sampler! Attach these profiles to your Weekly Accomplishment Sheets that you will hand in to me. I can help you follow-up!