



One of the most frustrating things a Consultant can do is **NOT** to accept the law of averages! A thorough understanding of the law of averages can make a BIG difference in your Mary Kay Career!

A Sales manager once said... "Man, as an individual, is totally unpredictable. But man in the masses is a sure-fire thing."

The manager, in describing the law of averages, says you can't really predict how a particular guest, hostess, or prospective recruit will react, but if you are dealing with **ENOUGH** guests, hostesses or prospective recruits they will, as a group, respond in a very predictable manner!

That's why you coach hostesses to invite 8 to 10 guests so you will have 6 at the class. And that's why you interview 3 or 4 prospective recruits to get 1 signed agreement. It's all in accordance with the law of averages!

What happens when you do not conduct your business with the law of averages in mind? You usually do not meet your final goals because you are not booking enough classes, and the classes you do hold yield low sales because you only ended up with 3 or 4 guests. You then tell your Director that you can't recruit, even though you've only had 2 recruiting interviews! You don't earn your Ladder of Success pin or make it to Directorship like you planned because you have ignored the law of averages. In general, your attitude turns negative because you are not meeting your career goals!

One of the most common questions when considering the law of averages as it applies to double-booking classes or having a full calendar for a week is ... **"What if all the classes I book hold?"**

That's the very reason why Mary Kay suggests dovetailing! Don't be sure that your hostess wants only you to hold her class. Learn to book not only more than you plan to hold in one week, but double-book your best time slots! This approach has been a great incentive for many to recruit because they needed someone to dovetail classes! In this way, money is made from the classes held and the classes booked and dovetailed, **AND** your recruiting commission on merchandise ordered from your recruit dovetailing your classes!

The law of averages really makes sense this way, and keeping averages in mind pays off because you go beyond your financial goals.

Learn the law of averages and you will avoid the frustration of not meeting your goals.

Try working with the law of averages and the career you save might be your own!