

# **PICK YOUR PLAN OF SUCCESS**

Mary Kay's mission is *"to enrich women's lives"*. Design your business around your life and remember, sometimes it takes short-term sacrifices for a long-term gain. So, pay now and play later!

## **Program I - Executive Training Program "Fast Track to Directorship."**

For the woman who wants to become a leader, replace her full-time job and become a Director on the fast track. Earn a Prestigious Pink Cadillac and make over \$50,000 per year.

### **Activity Required** (Time commitment = 12-15 hours per week)

1. Put the product on **15 faces per week**. Three (3) classes is the smartest way to achieve this goal. Double book each class.
2. **Interview/share the marketing plan with 5 women per week** (use the 4-point Recruiting Plan at your classes). Remember to find her need and fill it with what Mary Kay has to offer.
3. Have **2-3 guests at each meeting/event** (book 10-15).
4. **Four (4) hours of phone time** – booking, coaching, follow-up, customer service.
5. Get **5 new leads a day** (where ever you happen to be – errands, lunchtime, etc.)
6. Give out **10 Time Wise sampler cards per week** with your website attached – 50% will purchase.

### **Results**

1. 9-13% commission check of **\$400-1,500 monthly**
2. Monthly sales of **\$3,200-4,000**. Monthly profit of **\$1,280-1,600**
3. **4-8 new team members** per month
4. Consistent **Emerald Star** Consultant
5. Member of the **Century Club**.
6. **National Court of Sales and Recruiting** = **FREE Diamonds!**
7. **Directorship** = Financial Freedom!!!

## **Program II - Part-time Consultant Program**-For great extra income and a Career Car.

### **Activity Required** (Time commitment = 8-12 hours per week)

1. Put the product on **10 faces per week**. Two (2) classes is the smartest way to achieve this goal. Double book each class.
2. **Interview/share the marketing plan with 3 women per week** – use the 4-point Recruiting Plan at your classes. Remember to find her need and fill it with what Mary Kay has to offer.
3. Have **1 guest at each meeting/event** (book 5).
4. **Three (3) hours of phone time**.
5. Get **2-3 new leads a day**
6. Give out **10 Time Wise sampler cards per week** with your website attached.

### **Results**

1. 4-13% commission check of **\$100-600** monthly
2. Monthly sales of **\$1,600-3,200 (\$400-600 weekly sales)**. Monthly profit of **\$640-1,280**.
3. **3-5 new team members** per month
4. Consistent **Ruby to Diamond Star** Consultant
5. Member of the **Century Club**.

## **Program III - Spare-time/Personal Use Program**-For the woman with really limited time.

### **Activity Required** (Time commitment = 1-2 hours per week)

1. Get **website and business cards**.
2. Give out **10-30 catalogs per week** where ever they are already going, with a business card and sample attached.
3. **Attends sales meeting/events** when time permits.
4. **Hold facial/class at lunch occasionally**.
5. Give out **5 Time Wise sampler cards per week** with website attached.

### **Results**

1. Monthly sales of **\$400-600**. Monthly profit of **\$160-240**.
2. **New team member by accident** = 4% commission check.