

The Business Power Plan

Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you'll want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow depends on it!!! Now follow the next 5 steps to make your best business decision!!!

Step 1 - Who Do You Know . . .

Make a comprehensive list of 30 facial/skin care class hostess prospects. No need to prejudge her response. The only requirement—**she must have skin!** Family, friend, work associate, acquaintance, neighbor. (Also put an * by every name you think would be great in this business—**your** first team members!)

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

Step 2 - It's Your Time, Invest It Wisely . . .

I. The Skin Care Class

- \$250 average sales
- 3 to 6 people attending
- takes 2 to 3 hours

II. The Facial

- \$90 average sale
- 1 to 2 people attending
- takes 45 minutes to an hour

By Holding Weekly . . .	Gross Profit Weekly	Gross Profit Monthly
1 SCC & 1 Facial	\$170.00	\$680.00
2 SCCs & 1 Facial	\$295.00	\$1,180.00
3 SCCs & 2 Facials	\$465.00	\$1,860.00
3 SCCs & 3 Facials	\$510.00	\$2,040.00

Step 3 - How Many Faces . . .

To determine the amount of product you'll want to consider having on your shelf, let's take a look at the number of faces you'll be working with. With your current schedule, if a class takes 2-3 hours and a Facial takes 45 minutes to an hour, how many are you willing to fit into your week?

# of Classes weekly	_____	X	4 Faces per Class	=	_____	FACES
# of Facials weekly	_____	X	1 Face per Facial	=	_____	FACES
FACES WEEKLY					_____	

Now determine how many faces you will be putting the product on MONTHLY?

Total Faces Weekly _____ X 4 Weeks = _____ **FACES MONTHLY!!**

Step 4 - How Much Inventory Do I Need?

Refer to the Ready, Set, Sell Brochure. Go through each package highlighting the # of faces each will cover. (With Product on Shelf, Time Management is EFFICIENT and CASH FLOW is **IMMEDIATE!!!**) Based on my projected # of Faces Monthly, I will need to invest in the . . .

- | | | |
|-----------------------------|------------------------|------------------------|
| ___ Career 3,600 (18) | ___ Premium 2,400 (12) | ___ Enhanced 1,200 (6) |
| ___ Professional 3,000 (15) | ___ Superior 1,800 (9) | ___ Basic 600 (3) |

* (#) indicates the number of Travel Roll Ups that could be assembled.

DOESN'T IT MAKE SENSE TO BE "ON PROFIT"?!

Step 5 - Let's Make It Happen!

1. Listen to the Next Step Audio Tape.
2. Inventory Package Needed: _____
3. Find Investor Options:
 - (1) _____
 - (2) _____
4. Call Pam.



“Start writing your own success story today. Set your goals and hang onto them until they are a reality. You’ve got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!”

Mary Kay Ash

