

# HOW TO START YOUR BUSINESS OFF WITH SAVVY

There are many factors and decisions to make now that you have begun your new career and business venture. Inventory is a personal decision and everyone starts differently based on YOUR goals, YOUR finances and YOUR comfort-level, but all successful Consultants have inventory.

Here are some major points to consider...

1. What are YOUR GOALS? see worksheet attached
2. It's strongly recommended, based on company history that you carry some amount of Inventory, based on your personal goals. These are the advantages to carry a "store"..
  - Fewer hassles - you deliver the product immediately
  - Less order cancellations, on-the-spot delivery - your clients are using their products immediately...would you wait a week for your cosmetics?
  - More professional reputation-you are committed to your career and clients know they can count on you to stay in business and they can get their needed products.
  - More professional attitude-easier to make suggestions when you have it in stock.
  - More reorders-clients usually wait until the last minute...if you needed milk, would you wait for your favorite store to restock or would you find another favorite store? Wouldn't you buy everything at that new store?
  - Higher appointment sales-we buy what we see...can you imagine going into a grocery store and actually leaving with just milk?
3. Who pays for the Inventory?...YOUR SALES, YOUR CLIENTS!  
Your sales pay for your inventory. For example, if you sell a Miracle Set-a Time Wise System plus Day/Night Solution about \$100, then \$50 goes to pay for the product or to restock your store and \$50 is your profit. Your loan amount, business expenses *and* paycheck come out of the profit OR you can use the profit to build up your inventory.
4. There are three basic ways to begin your business.
  - *Build up inventory.* Place a Display Order then place orders frequently as needed. Wait for order to come, then deliver orders.
  - *Place small initial order.* Place an initial Inventory and Display order. So you can deliver most items on the spot. Will still need to invest to continue to build "store"
  - *Begin with a full store.* Definitely the best start, few frustrations, committed to personal success. Advantages-clients don't wait for orders, you get a paycheck immediately and small portion of profit pays off initial investment.

## MARY KAY PAYBACK GUARANTEE

IF FOR ANY REASON, YOU HAVE INVENTORY AND DECIDE TO QUIT AND YOU NEVER WANT TO REJOIN...YOU CAN RETURN ANY UNOPENED PRODUCTS TO MARY KAY WITHIN A YEAR AND GET REIMBURSED FOR 90% OF WHAT YOU PAID FOR.

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# New Consultant Inventory Worksheet

1. **Do you have the resources to purchase Mary Kay Inventory?    Y    N**  
**(REFER to PAGE 2. Resources can be: credit union loan, credit card, savings, loan from family, etc.)**
2. **What are your Mary Kay goals? (check the one best answer from each category below and write out the appropriate point to the left)**

## **APPOINTMENTS:**

- \_\_\_\_\_ (3)    3 or more selling appointments per week (15+ hours)
- \_\_\_\_\_ (2)    1-2 selling appointments per week (5-10 hours)
- \_\_\_\_\_ (1)    2-3 selling appointments per month (3-5 hours per week)
- \_\_\_\_\_ (0)    0-1 selling appointments per month (0-2 hours per month)

## **SUCCESS EDUCATION WORKSHOPS:**

- \_\_\_\_\_ (3)    I am committed to attend the weekly training socials every week
- \_\_\_\_\_ (2)    I am committed to attend the weekly training socials every other week
- \_\_\_\_\_ (1)    I plan to attend meetings and education workshops when they fit my schedule
- \_\_\_\_\_ (0)    I do not plan to attend training socials except for New Product Launches

## **LONG-TERM GOALS:**

- \_\_\_\_\_ (4)    I would like to earn the use of a Mary Kay Car
- \_\_\_\_\_ (4)    I would like to become a Mary Kay Sales Director
- \_\_\_\_\_ (4)    I would like to replace my full-time income
- \_\_\_\_\_ (3)    I would like to build a customer base of 100 or more customers
- \_\_\_\_\_ (2)    I would like to build a customer base of 20-100 customers
- \_\_\_\_\_ (1)    I would like to build a customer base of 6 to 20 customers
- \_\_\_\_\_ (0)    I would like to service myself and up to 5 friends and family members

## **DESIRED MONTHLY PROFIT:**

- \_\_\_\_\_ (5)    \$1200 and over
- \_\_\_\_\_ (4)    \$800 - \$1199
- \_\_\_\_\_ (3)    \$300 - \$799
- \_\_\_\_\_ (2)    \$100 - \$299
- \_\_\_\_\_ (1)    \$1 - \$99
- \_\_\_\_\_ (0)    No profit desired, just purchase my MK at wholesale

**TOTAL YOUR POINTS FOR RECOMMENDED INVENTORY START PACKAGE, see enclosed Inventory Options pamphlet for pictures of packages and the enclosed Bonus sheet to explain your FREE bonuses available at each level:**

- 14 (or more) points = Career (\$3600) or Professional (\$3000) Packages
- 10-13 Points = Professional (\$3000), Premium (\$2400), or Superior (\$1800) Packages
- 5-9 Points = Superior (\$1800) or Enhanced (\$1200) Packages
- 2-4 Points = Enhanced (\$1200) or Basic (\$600) Packages
- 0-1 Points = Personal Package of desired items at 40% - 45% discount

# New Consultant Inventory Options

**Bonuses vary each month. Check with your Director to fill in the Blank Amounts**  
**This month's bonus is \_\_\_\_\_ valued at \$\_\_\_\_\_ retail**  
**Refer to pamphlet *New Consultant Inventory Options* for pictures of these packages.**

(payments figured at 13.5%, but better rates are available...check with your bank)

	<b>Loan Amount</b>	<b>Monthly Pmt</b>	<b>Monthly Business Activity</b>	<b>Star Consultant Status/ Prizes</b>	<b>What you get free!</b>
<b>\$3,600</b>	\$4,100	\$180 for 30 months	40 customers-holding 3-5 appts a week	Emerald Star and choice of 3600 prize or 2 @ 1800 level	\$404 in Free product, plus 18 Ordering Bonuses valued at \$_____ <b>Total Free: \$_____</b>
<b>\$3,000</b>	\$3,500	\$170 for 24 months	35 customers-holding 3-4 appts a week	Diamond Star and choice of 3000 prize	\$404 in Free product Star Consultant Prize, plus 15 Ordering Bonuses valued at \$_____ <b>Total Free: \$_____</b>
<b>\$2,400</b>	\$2,900	\$145 for 24 months	25 customers-holding 2-3 appts a week	Ruby Star and choice of 2400 prize	\$404 in Free Product, plus 12 Ordering Bonuses valued at \$_____ <b>Total Free: \$_____</b>
<b>\$1,800</b>	\$2,200	\$105 for 24 months	20 customers or POWER START (30 faces in first month)	Sapphire Star and choice of 1800 prize	\$404 in Free Product plus 9 Ordering Bonuses valued at \$_____ <b>Total Free: \$_____</b>
<b>\$1,200</b>	\$1,600	\$90 for 18 months	First appts or PERFECT START (15 faces in 2 weeks)	No Star	\$202 in Free Product plus 6 Ordering Bonuses valued at \$_____ <b>Total Free: \$_____</b>
<b>\$800</b>	\$1100	\$90 for 12 months	Personal use, display plus 1-2 classes	No Star	\$101 in Free Product plus 4 Ordering Bonuses valued at \$_____ <b>Total Free: \$_____</b>
<b>\$600</b>	\$800	\$80 for 12 months	Personal use, display plus first class	No Star	\$101 in Free Product plus 3 Ordering Bonuses valued at \$_____ <b>Total Free: \$_____</b>