

A decorative border of watercolor flowers in shades of pink, red, and yellow, with green leaves, framing the central text.

PINK

Commercial Break



P



(you can use the back of the profile card for them to write down...P.I.N.K.)

P

Stands for

PRODUCT sales and PHILOSOPHY...

ASK: How much do you think we earn as consultants?

Earn \$30-50 per hour at appointments

Earn 50% Commission for all product sales

Recession Proof: 'we can all handle being broke,
BUT NOT broke AND ugly!

Large Target Market: *Everyone* with skin is
a potential client!

Daily Consumable Product: Every morning you put it on,
and every evening you take it off!

Customers for Life: Not just a one-time sale, earn same
great commission on all reorder sales!!

TOP 5 globally for skin care and color cosmetics!!!

50+ year reputation

(share what your sales have earned)

Ask: what would you spend an extra \$100 a week on if you were to hold one party a week? (let them DREAM)

Our company philosophy is God first, family second, career third.

(Share what this has meant to you)



I



I

Stands for

INCOME POTENTIAL / INCENTIVES!

ASK: What other ways do you think we can make money in Mary Kay besides selling the fabulous products?

4-9-13% Monthly Commission + Bonuses when you recommend others to start their own businesses.

Additional 13% Monthly Commissions plus additional Bonuses for promoting yourself to a Director position and train others! (*show applause magazine*)

Cars or Cash! Choice of Career Car or Cash...*and the legendary* Cadillacs! All Cars include 85% of your insurance paid for you plus your spouse! NO CREDIT CHECK!!!

ASK: What would you choose, car or cash?

ASK: How much time do you think you would have to work a week to earn a car? (10-15 hrs)

Monthly & Quarterly Prizes for everyone that achieves Star Sales Status, Additional prizes and World class trips for winning Sales Directors! (show prizes you have earned)

ASK: What choices would \$500- \$10,000 a month give you?



M



N
Stands for
Nothing To Lose

100% Customer Satisfaction Guarantee! Company will reimburse us for any product we make good with our customers: either via exchange or refund! THIS IS FOR LIFE...not 30 days; 60 days...etc.

MK has a 90% 'bail out' if you change your mind & choose a different option. We may send back orders, from the last 12 months, and the company will reimburse us .90 on every \$1.00 returned. WHAT other business has this safety NET?

NEVER ALONE: mentorship and training!

No Quotas, NO Territories...FREEDOM and flexibility!!!

NO MORE WRINKLES!!!

ASK: What is the worst thing that could happen to you if you decided to give Mary Kay a try? (let them share)

ASK: what is the best thing that could happen to you if you decided to give Mary Kay a try? (LET THEM SHARE AND DREAM)



K



K
Stands for
Kit

SHOW starter kit bag – romance it.

ASK: This bag is designer-inspired. How much do you think it would cost to go to a designer bag shop and purchase this bag? **WRITE DOWN!** Then cross off!!!

Turn over placemat and show starter kit contents!
WRITE DOWN \$100!!!

You will receive over \$300 in FREE Full Size products in your kit to use to conduct your appointments! Plus enough business supplies to do a minimum of 30 faces!

YOU will also receive over \$100 in samples, testers, brochures, sales tickets, profile cards, all in this beautiful tote!

The Kit costs \$100 plus tax and shipping!

Repeat after me...”SHUTUP”

Talk about our training program...you are in business for yourself, not by yourself!

ASK: If you were able to go to your favorite store and sign up to be in their 50% off discount club for the rest of your life for only \$100, would you do it?

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Great! Now, I'm going to ask you some questions:

- 1. What did you hear that impressed or surprised you the most?**
- 2. What qualities do you have that would make you good at a business like this?**
- 3. It's multiple choice...after hearing all this great information, what is your opinion of what I just said?**

Have them circle A-B-C-D

Choose one: (circle their choice)

A-ABSOLUTELY! Sign me up! I want to look twice as good for half the price!!! I'm excited to see what I can do with this business.

B- Yes, I want to make a few extra bucks by passing out brochures at work and selling on social media.

C-Buy me coffee....I have some more questions and concerns.

D-I want to be a happy customer and pay full price, and I'll schedule my follow up appointment.

Who do you know in your life that could benefit from something like Mary Kay?

Write them down. I offer referral gifts!!!

(you choose what to give if their friend joins your team)