

# "SMART START" YOUR BUSINESS

Created by Gina Beck, Future Executive Senior Sales Director



**Prep**



**PerFect**



**Pop**



**Pamper**

- Skin care and cosmetics are recession proof
- Products have 3-year shelf life (except SPF items)
- 90% Consultant Buy-Back Guarantee
- 100% Customer Satisfaction Guarantee

50% Wholesale (Consultant pays)	Retail Value (Customer pays)	Description	Name of Store	FREE Color Look with 1st order within 15 days:	+ # FREE Bonuses with 1st order by end of 2nd month:	Maximum Bonus Value	Additional Gifts	Estimated monthly payment to pay off order total in 12 months	10% risk
3600	7200	Depth & Variety	EMERALD	\$129	6 bundles	\$1158	★ □ ♥	360	360
3000	6000	More Variety	DIAMOND	\$129	5 bundles	\$1000	★ □ ♥	300	300
2400	4800	Basics + some color	RUBY	\$129	4 bundles	\$842	★ □ ♥	240	240
1800	3600	Basics	SAPPHIRE	\$129	3 bundles	\$684	★ □ ♥	180	180
1200	2400	You & Demos	Equipped	\$129	2 bundles	\$491	□ ♥	120	120
600	1200	You Head-to-Toe	Qualified	\$129	1 bundle	\$333	♥	60	60

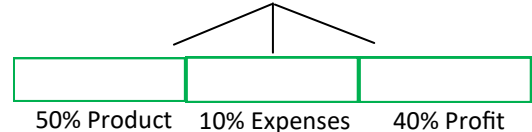
- ★ Star Prize from MK
- Gift from Director
- ♥ Jewelry from MK

## Top 8 Ways to Find Money:

1. Borrow from yourself (savings, CD, tax refund, home equity)
2. 0% credit card (MK Visa; need credit score of 680; creditkarma.com)
3. Credit Union from your work or husband's work
4. Bank loan (personal, not business; perk: has an ending date)
5. Credit card with interest (with 0 balance to keep things separate)
6. Sell something big (ex: old music instrument, unused furniture/tools)
7. Gold & silver (unused jewelry with no emotional attachment)
8. Borrow from family or friend

\_\_\_\_\_ customers/month (ex: 10, 20, 30,...)

x \$60/customer = \$\_\_\_\_\_ sales/month



You choose how much: Pay Loan/Build    Personal Profit

This quarter: \_\_\_\_\_ 16<sup>th</sup>—\_\_\_\_\_ 15<sup>th</sup>



## Benefits of being a Star:

1. Referrals from website
2. Recognition at events
3. Customer loyalty/reorders
4. Quarterly gifts/prizes

- women want convenience & immediate delivery
- products-on-hand is recommended but not required
- marykay.com website \$30/yr; company maintains & updates
- to accept credit/debit cards use ProPay; \$39/yr