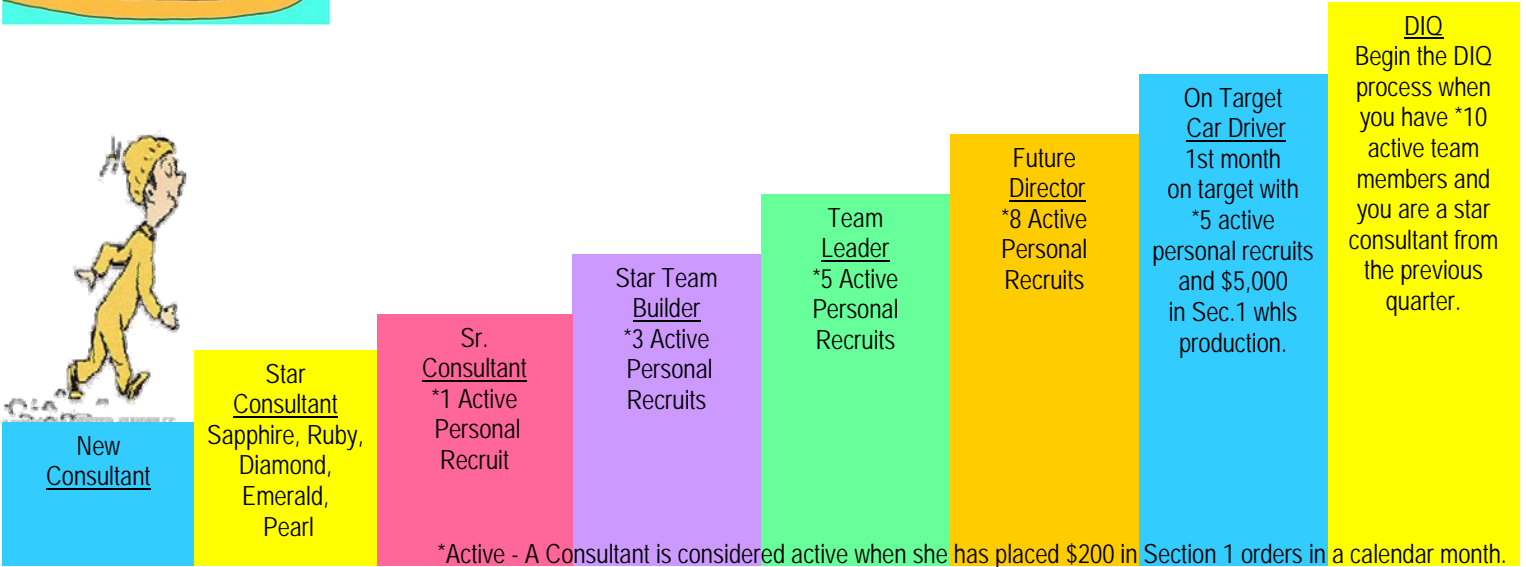


# 2011-2012 Thetford Area Skills Line

"There are only 2 reasons a consultant does not move forward in Mary Kay.  
#1 She's not willing or #2 She's not skilled." Dr. Nathan Baxter

"We cannot share a skill we do not possess." NSD Emeritus Carolyn Ward

This business is a journey...its about progressing. To be successful in Mary Kay we have to pick up the reigns of responsibility that come with having your own business. Doing well in our business is a conscious decision. You have to decide to be good at it and then take decisive action towards specific goals. When we fine tune our skills...we move up the Career Path...  
"Oh the Places You'll Go!"



\*Active - A Consultant is considered active when she has placed \$200 in Section 1 orders in a calendar month.

## New Consultants

- \*How to Book Facials and Parties
- \*How to Coach a Hostess
- \*How to Conduct a Skin Care Class
- \*How We Make Our Money
  - 50% Commissions
  - All the avenues a consultant gets paid
- \*How to Invite Guests to Meetings
- \*Basic Money Management
  - Open a separate bank account for your business
- \*How To Do A Perfect/Power Start
- \*How to Conduct a Business Debut with Your Recruiter
- \*What Mary Kay Image Means
  - why we wear dresses and skirts to our events
- \*The Golden Rule
- \*Go Give Attitudes
- \*When and Where Unit Meetings Are Held
  - why they are important to the success of the business
- \*Why We Work With a Weekly Plan

## A New Consultant Needs To Be Able To:

- \*Read and Work with the Flip Chart
- \*Explain the Difference Between Our Beauty Book and Look Book
- \*Coach A Hostess
- \*Pack For A Party
- \*Follow Up From A Party
  - Thank You Notes
  - Follow Up on Booked Facials
- \*Use InTouch
- \*Place An Order Online
- \*Understand the PCP Program
  - start registering customers in the program

## Resources for a New Consultant

- \*New Consultant Packet
- \*Silver Wings Scholar Program
- \*Ready Set Sell Brochure
- \*MK Connections
- \*Sales Meetings
- \*InTouch Website

### A Star Consultant Needs to Know...

- \*The Value of Deadlines
- \*How to Choose Prize Choices
  - how to set a specific prize goal using the Star Brochure
- \*How To Track Their Progress Throughout the Quarter
- \*How to Use ECards, PCP and Party Planner Effectively
- \*How to Manage Our Section 2 Products
- \*The Value of Our MK Community, Unit and Area
- \*How to Benchmark Sales Goals
- \*The Perks of Being a Star
  - recognition, website, marketing, referrals
- \*More About Money Management
  - building profit level inventory
- \*InTouch
- \*How to Network, Gather Leads, Get Referrals
- \*The Skin Care Class Outline and Scripts
- \*How to Work Full Circle
- \*Seasonal Selling Ideas
  - baskets on the go
- \*Product Knowledge
- \*How to Be the Most Effective on the Telephone
- \*The Value of Good Customer Service
- \*How to Build a Customer Base of Preferred Customers

### A Star Team Builder Needs to Know...

- \*The Extreme Value of Consistent Strong Personal Bsns
- \*How to Understand Her Role As a Leader
- \*How to Set Up Interviews
- \*How to Effectively Qualify Her Prospects for Team Bldg
- \*How to Conduct a Marketing Plan Demonstration
- \*Her Recruiter Responsibilities
- \*How to Deal With Conflicts and Staying Positive
- \*How to Continue Building a Healthy Prospect List
- \*The Value of Being a Woman of her Word
- \*She is A Leader in Others Eyes at Mary Kay Events
- \*Mary Kay Image
  - value of wearing your Red Jacket
- \*How to be Teachable and open to Coaching
- \*Time Management
  - using a weekly plan to track personal business
- \*Communication Skills
  - talking to prospects, customers, team members
- \*The Value of Being a Star Consultant and Setting Goals
  - short, medium and long term
- \*Understanding the DISC Program
- \*How to Track Team Production
- \*How to Manage Her Money
- \*How to Manage Her Attitude
- \*Understand the Owning Your Own Business
- \*Know the Value in Delegation
  - housekeeping, childcare, office help
- \*Know the Value of Handwritten Notes

### A Senior Consultant Needs to Know...

- \*How to Hold a Full Circle Class and CLOSE That Class Effectively
- \*How to Build a Prospect List
- \*How to Be Accountable to Your Recruiter and Director
  - important to be a woman of your word in your business
- \*PCP and Website
- \*How to Grow a Customer Base
  - fine tuning your customer service skills
- \*How to be Teachable and Coachable as an Independent Contractor
- \*The Extreme Value of Attending Success Meetings and other Mary Kay Events Consistently
- \*How to Have an Effective Hostess & Recruiting Packets
- \*How to Master the "6 Most Important Things To Do" List
- \*How to Maximize the Use of a Housekeeper and/or Childcare
  - keeping things they value in place
- \*The Value of Dressing for Success
  - fashion industry savvy
- \*The Value of Attitude Management
- \*The Learned Skill of Handling Disappointment

### A Team Leader Needs to Know...

- \*How to Motivate Yourself
- \*Knowledge of the Career Path
- \*Be Aware of Company, Unit & Area Promotions
- \*How to Effectively Work Full Circle
- \*How to Conduct a Powerful Debut
- \*How to Lead a Team of Women
- \*How to Handle Disappointment
- \*How to Truly Lead by Example
  - holding parties, wearing company attire to events

### A Future Director/Car Driver/ DIQ

- \*Is Competent at Full Circle Work
- \*Understands Our Compensation Plan
  - benefits, deadlines and requirements
- \*Can Effectively Present:
  - The Skin Care Class
  - The Marketing Plan
  - Inventory
  - Car Qualifications
  - DIQ Qualifications
- \*Plugs Into Role Models
- \*Is Willing to do the IPA Work Necessary
- \*Is Actively Working on Leadership Skills
- \*Is a 4 Quarter Star Achiever
- \*Is Aware of Silver Wings Scholar Program
- \*Is Savvy on Product Knowledge
- \*Understands Deadlines
- \*Supports Director and NSD
- \*Has a "To Serve" Rather Than "Be Served" Attitude