

MARY KAY COSMETICS MARKETING PLAN

AVENUES OF INCOME

1. Classes and Facials—50% Profits

Sales at an average class with 6 women—\$200—\$300

Sales at a facial with 1 or 2 women—\$80—\$100

2. Reorders—50% Profit

Cosmetics are a consumable product. Our Customers use the product up and need to reorder it on a regular basis. Average reorders—\$200/year

3. Dovetail—15% of Class Profits from Sales

When a Consultant is unable to hold a skin care class, another Consultant will teach the class and pay the Consultant who booked the class 15% of the sales.

4. Personal Recruiting

4% Commission for 1—4 Active Team Members

plus \$50 Team Building Bonus on 4th Qualified recruit onward

9% Commission for 5 Active Team Members

eligible to go on target for Grand Achiever Status

13% Commission when 5 or more Team Members place a min. \$200wh and you place a \$600wh order.

Commissions are paid directly from the Company to the Consultant. Money does not exchange hands between Consultants. An Active Team Member is one who places a minimum \$200 wholesale order every 3-4 months.

5. VIP Car Program — Eligible to qualify for Grand Achiever Status.

Team Career Car or cash compensation

Mary Kay Corporate pays for tags and about 85% of the insurance for Consultant & spouse.

6. Directorship—13% Commission & monthly bonuses

Paid on a monthly basis to the Sales Director. This check is based on the Unit's wholesale production.

Directors also may qualify for a Unit Volume Bonus from \$500—\$5000 each month.

Potential Recruiting Bonus of \$300 per month with an additional \$600 per quarter available to earn.

TAX BENEFITS AND DEDUCTIONS

1. Automotive costs—Deduct mileage for business related trips.

2. Telephone costs—Long-distance calls to customers and sales associates

3. Entertainment and Travel—A portion of your expenses may be deducted when conducting your Mary Kay business.

4. Skin Care Class supplies—Washcloths, cotton balls, starter kit, etc.

5. Office supplies—Copies, postage, pens, paper, business cards, etc.

ADVANTAGES

1. **No Territories**—You can book, sell and recruit anywhere in the USA

2. **No Quotas**

3. **Full Training**—Daily, Weekly, Quarterly, and Yearly opportunities for training

4. **Prizes**—jewelry and many other items offered from the Company as well as your Director

5. **Family Security Plan**—(Retirement) for National Sales Directors

6. **Set your own hours**

INVESTMENT REQUIRED

1. **\$100 Starter Kit**—Contains approximately \$400 of demo items, training materials, sales aids, etc.

2. **Inventory**—Optional, but highly recommended

3. **90% buy-back** guarantee from the company on inventory

Ten Most Commonly Asked Questions about Mary Kay Cosmetics or...WIIFM (What's In It For Me?)

1. How do I get started?

After discussing career details with a Beauty Consultant, you simply submit an Agreement and purchase your own Starter Kit at a low cost, which includes all the demonstration items and business-building sales tools needed to start your business. \$100 + tax and shipping

2. How much time do I have to put in and are there any sales quotas?

In Mary Kay, we have no sales quotas, so there is never any pressure to sell. An Active Consultant is one who places a minimum order of \$200 every three months. Remember, everyone's situation is different and you work your business the way you want.

3. What if I don't know anything about selling?

With Mary Kay, you are teaching and servicing customers. Continuing education and training is one of the foundations of career growth in Mary Kay. Every Consultant has access to audio and video motivational tapes, regular Company newsletters, & weekly training.

4. How much money will I make?

There are several different avenues open to you to increase your earning potential. In addition to profits from retail sales, skin care classes, facials and reorders, Mary Kay offers many other benefits such as personal team building commissions paid by the Company, prizes, car programs, and Director Commissions and bonuses as you progress up the career ladder of success!

5. Where can I sell Mary Kay products?

Beauty Consultants can sell and build their teams in any of the 50 states, Puerto Rico, the American Virgin Islands or Guam. There are no "assigned" territories.

6. How will I book my first class?

As part of your Mary Kay training, you are taught how to book your classes. Also, a Director or myself will be there to help you in any way possible. If you are located out of town, an Adoptee Director will guide and train you as well, so you have a Mary Kay family wherever you are.

7. What if I don't like selling Mary Kay?

Personally, for me, it's been more fun than work. If you decide it's not for you, Mary Kay has a 90% buy-back guarantee on products purchased within the last year.

8. What makes Mary Kay different from other Direct Selling Companies?

To name just a few, Mary Kay Inc :

- pays the highest commissions structure of any direct sales company today
- founded on the concept of the Golden Rule (God first, Family second, Career third)
- Has the highest paid women, with hundreds earning over \$100,000 per year
- Named three times as one of the "Top 100 Companies to work for in America" (1984, 1993, 1998) and as one of the "10 Best Companies for Women to Work For"
- Does not test on animals;
- Products are consumable and you will always have repeat business
- Not a pyramid, nor is it a multi-level company. You deal directly with the company and there is no middle man. All Director and team building commissions are paid directly out of the profits from Mary Kay, never out of Consultant's or Director's pocket.

9. What if I don't usually wear make-up?

Mary Kay is not just about make-up, it's about skin care. It has been the #1 selling brand for 18 years in a row! Color Cosmetics are just the "icing on a cake".

10. What is the worst thing that could happen if I try this?

The worst thing that could happen is NOT trying it! You have a great opportunity to be your own boss, set your own hours, and meet a lot of inspiring women. Honestly, the worst that could happen is that you would get your products at wholesale cost, rather than paying retail! And, who wouldn't want to save money? Ask yourself, "What if I tried it and succeeded?"