

## NEW CONSULTANT WELCOME APPOINTMENT AGENDA

By Future National Sales Director Amie Gamboian

### INTRODUCTION

Build rapport and share encouragement for her dreams

*Suggested questions to ask:*

Tell me a little bit more about you, your family, your current job.....

What are you most excited about in building your MK business?

How much money per month would you like your business to generate?

What will that money go to?

How much time per week do you think you'd like to invest in your business?

Are you excited about having a team to work with in MK, and being in a Leadership position?

### GETTING STARTED

*Most Important Resources:*

Weekly Success Events vital to success

Starter Kit

[www.marykayintouch.com](http://www.marykayintouch.com) (New Consultant offers, Silver Wings Educational Program, Product Central section)

[www.victoryarea.com](http://www.victoryarea.com) (New Consultants section; Video Training for New Consultants, Advanced Consultants, and general Inspiration; a wealth of resources to help you build your business)

### NEW CONSULTANT CHECKLIST (found on [www.victoryarea.com](http://www.victoryarea.com) under "New Consultants")

1. **CONTACT LIST** -- Make your Contact list of all the people you know who have skin, both local and non-local. List should include names and phone numbers and should be emailed in to Director within 2 days to begin training.
  - a. CODE the list: BOLD those women who are financially stable. UNDERLINE those that you would love to have on your team.
2. **HANDS ON TRAINING**
  - a. FACES and FUN FACTS
    - i. Nothing But National Promotion featuring 30 Faces and 10 Fun Facts for New Consultants in their first month
    - ii. Bracelet prize
    - iii. Faces, parties, guests all count for Faces
    - iv. Explain Fun Facts process
3. **INVENTORY INFORMATION**
  - a. It is highly preferable that a New Consultant has listened to the Stacy James "Welcome to Mary Kay" recording found under New Consultants section at [www.victoryarea.com](http://www.victoryarea.com)
  - b. Key CORE CONCEPTS to discuss:
    - i. Choice to: a) have inventory b) not have inventory
    - ii. 90% product buy back guarantee (however, this is a total termination of one's MK business forever)
    - iii. Product has 3 Year shelf life
    - iv. New Consultant Bonus Product options (\$200-\$800 in free product)
    - v. 98% of consultants finance original inventory (50% own card, 50% new card)

c. REASONS WHY SO MANY CONSULTANTS STOCK INVENTORY

Benefits to having product on hand:

Sell more

Instant gratification for client

Loyalty

Referrals

Saves time

Less on shipping

*Can go over different Inventory Packages (if she has already listened to recording, you will probably not need to go over all of them) -- Levels/Details/ Free Bonus Product/Star Consultant levels*

d. MANAGING THE MONEY/RUNNING A FINANCIALLY SOUND BUSINESS

(Assuming she has a full store inventory that was financed on a credit card)

(If she does not have a good inventory, then she should not take profit from her business until she has invested her earnings into inventory)

EXAMPLE: Sales ---- Go to Bank Account --- Split money in half --- half goes to Re-stock your store on a Debit card ---- Half goes to profit – from your profit you can take whatever amount you want each month to make a payment on initial inventory. So you are doing THREE THINGS WITH YOUR MONEY: Re-stocking your store so you always have what your clients need, taking profit for you and your family, paying off your original inventory

**CLOSING**

Be the “bridge” to help her set up separate financing for inventory if needed

Share your encouragement, belief, excitement

Set up your next Next Steps of Communicating with her with a specific follow up time to come back together and finalize inventory, contact list, etc. that should be held within about 24 hours of the Welcome Appointment

You can also book a Grand Opening DATE with her during the Welcome Appointment