



Mary Kay, Inc.

Reach for the Stars

Class Notes

Key Idea:

To attract stars and discover how maintaining Star Consultant status can help me climb the ladder of success.

Four specific skills that were covered in this class that I plan to apply within the next two weeks:

1. Being a Star Consultant starts in the beginning. I should help new team members understand the Star Consultant Program and offer to work closely with them so they can understand the benefits of being a Star Consultant. They should be comfortable knowing that they too can be Star Consultants and that following my example should help them get started.
2. I have a vision for my team and I should communicate that vision so they have a reason to contribute and celebrate our successes.
3. I should build relationships with my team members by discovering their personal and business goals and offering to help them achieve them.
4. I should surround myself with other Star Consultants who achieve high categories every quarter in the Star Consultant Program because this means she is enjoying a growing customer base and consistent retail sales.

Specific strategies or techniques I plan to use immediately:

1. To be a consistent Star Consultant, I should double my current customer count.
2. I can offer my customers the latest products and personalized service by enrolling them in the Preferred Customer Program!

3. I can use the gift with purchase program to create a great incentive for my customers to purchase \$40 or more (suggested retail) when they order.
4. I should customize my Mary Kay® Personal Web Site to offer free samples.
5. I can achieve the next business step by concentrating on building my customer base.
 - With a larger customer base can come increased retail sales which lead to increased inventory ordering, a need for more products on hand, more custom service, more facials, more skin care classes, more referrals, more team building appointments and more team members!

I should set a meeting to discuss with my Sales Director or mentor how I plan to achieve my goals.

I want to lead my team members to reach Star Consultant status. To get started, I will:

1. Set a goal to be a Star Consultant every quarter and shoot for a category higher than the previous quarter.
2. I should visualize it first. I will choose what Star Consultant prize I want and then post it in my car, home, etc. Having a prize in mind can help me stay focused.
3. I will break down my goals based upon my average retail sales for classes and facials, and then book double what I want to hold.

Action Plan:

In order to meet my personal goals and help the Company achieve its goals, I should do the following:

- I should hold one additional class on the day the Company has set aside in the month of August as National Party Day in addition to my Power Start.
- I should participate in the Pacesetters Team-Building Challenge for August by holding six team-building appointments from August 1 – 15.