

Looking to Make More Money? Classes and Parties are the way to go!

Below is advice from a Sales Director in Mary Kay for 30+ years. Her name is Ann Kelly and she resides in TN. Ann was trained by Mary Kay. Her lengthy career in Mary Kay is proof that this business works when you do. Please read Ann's article on the importance of holding classes and parties to increase your income.



This is director Ann Kelly (right) with Mary Kay Ash at Seminar 1975, the directors' suit in '75 was pink.

Most of us would like to make more money, and having more customers is OUR KEY to achieving this. Sometimes we tend to get STUCK in our own Comfort Zone—but it is Growth that increases our Income. As I am writing this, I realize some of you may be totally happy with your Mary Kay business as it is—if so! GREAT! You have no doubt made the decision of how you choose to run your MK. However, for those wanting more money, having more Parties & Skin Care Classes is the way to go.

A person who has NEVER HAD a facial—might not be interested in being a hostess. When she feels the product and wants it—then Bingo! Tell her about earning it free as a Hostess. The same with Recruiting--She doesn't know how her face feels with the product, and doesn't know much about this Mary Kay Business. She probably doubts that many will buy. The progression of this business is the following:

- (1) Facial (to experience the product)
- (2) Being a Hostess (to earn Free Product & she'll see THAT THE PRODUCT DOES SELL!)

When SEEING the Fun and the money, a Hostess or a Guest will be more inclined to Join Mary Kay. We can talk about our personal success for weeks, but "Seeing is Believing." I have proved this to myself TIME AND TIME AGAIN. I will confess that a few times I've recruited people who have never had a facial, which was a HUGE mistake. Usually, they never held their First Class—because they didn't FEEL the product or attend a Class with me. Remember MKA always said, "when you help enough people get WHAT THEY WANT, you get every thing you want. Think of it this way: if you'd never tasted chocolate ice cream— or a plate of chocolate fudge--would you want to try it?

They didn't SEE that part of the business. They didn't HEAR us Coach the Hostess. They didn't SEE how the guests LOVED the product. They didn't SEE "\$" exchange hands. They didn't SEE OR HEAR that the Hostess' Class totaled over \$500 and she got \$100 in Free Product. Because she had TWO BOOKINGS! They didn't HEAR our Booking approach to insure the Hostess gets her 20% Hostess Credit. There is DEFINITELY an ORDER to this Business!

Cutting corners to save time is not the way to go. In ANY BUSINESS, the EYE buys more than the EAR. People are always interested in WHAT'S IN IT FOR THEM. To Feel the Product & see the change in their faces, is what "sells" the product. This was the way Mary Kay BEGAN our Company—and it is STILL "Try before you Buy!"

Another reason for Classes and Parties is that they help us bond with our customers. We can "pick up" a new customer at the Beauty Shop or gym—and that is fine, however, that customer will not have the same loyalty to us that a Customer from a Class has with us, and when she needs product again, she'll order from the NEXT Consultant she happens to meet. If we follow our Class training and CALL a Class customer the next day, again in a week and again in a month—they feel truly connected to us. We get to know them and they become our friends. What if it is IMPOSSIBLE for you to think of holding more classes/parties? Think about what you CAN DO. Use your Weekly Plan Sheet and MAP out your time. Do a "Phone Facial," guiding her through the steps. Mail her all the samples and profile her on the phone, deliver or mail the product. 3 of these a week could mean \$300 in sales!

It's YOUR BUSINESS! You Decide! Please set a Goal to Make THIS MONTH your BIG JUMP toward your FUTURE! Whatever you CHOOSE to do, I'll APPLAUD you for it! Look at the BENEFITS FOR YOU! More Hostesses and Still more Re-Order Customers. Still More Names to be added to PCP!!