

## SuzAnne Brothers National Area 6 month sales & team building plan

### customers

By holding 3 classes a week,  
a Consultant should have  
approximately 9 new customers  
each week

9 new customers a week x 4 weeks =  
36 new customers in a month

36 new customers in a month x 6 months =  
216 new customers in 6 months

#### A+ customers

Select 50 customers from the 216 to become  
your A+ customers; those who purchase or  
reorder the majority of the MK line & spend a  
total of \$1,300 retail per year

\$650 retail purchases (6 month period) x 50  
customers = \$32,500 retail sales for 6 months

\$32,500 retail sales in 6 months =  
\$16,250 gross profit

What about the remaining customers?  
Let's call these your "B customers".

Approximately 80% (173) are  
retained as customers.

After you remove your 50 A+  
customers, you have 123 customers  
left (these are your "B customers")  
who will order  
approximately \$263 in 6 months.

123 "B customers" x \$263 =  
\$16,174 gross profit in 6 months

### sales

A class averages \$300 to \$500 in retail sales  
Using the low average of \$300 x 3 classes per  
week = \$900 retail sales per week

4 weeks x \$900 retail sales =  
\$3,600 per month

\$3,600 retail sales per month =  
\$21,600 in 6 months

\$3,600 retail sales per month = \$1,800 profit &  
\$1,800 returns to purchase new inventory

\$1,800 profit in a month x 6 months =  
\$10,800 profit on classes



### 6 month plan working 10 hours per week

Add up the profit from all your sales

6 month class profit = \$10,800

6 month profit from A+ customers reorders =  
\$16,250

6 month profit from B customers =  
\$16,174

Total 6 month profit from classes &  
reorders = \$43,224

WOW of WOW - following this  
program means

- National Court of Sales (\$36,000 retail), Royal Reception at Seminar, Brothers Area Court of Sales, top quality prizes
  - Quarterly prizes
- By following this plan you will be ordering \$86,448 retail from MK Inc each year



## team building

What is the potential income if a Consultant added team building to their business??

Consultants earn up to 13% of the wholesale amount their personal team member orders from Mary Kay Inc

If you have the team member described on the previous sheet:

$\$43,224 \text{ wholesale} \times 13\% = \$5,619 \text{ commission}$   
paid by Mary Kay Inc to the Consultant over 6 months

If you have a personal team of 5 women described on the previous sheet:

$\$216,120 \text{ team wholesale} \times 13\% =$   
 $\$28,095 \text{ commission}$  paid by Mary Kay Inc to the Consultant over 6 months

## let's add it all up

6 month profit from class sales  
= \$10,800

6 month profit from sales to A+ customers  
= \$16,250

6 month profit from sales to B customers  
= \$16,174

6 month 5 member personal team commissions  
paid by MK Inc = \$28,095

6 month total profit = \$71,319

These figures do not include bonuses, prizes, tax advantages (a personal team of 12 is need to earn a car). This plan does not represent potential Director income, does not represent team growth or benefits of the car program.

Consistent performance does pay off in a short time!

- To earn a 13% commission check, a consultant must place a personal \$600 wholesale order and have minimum of 5 active team members (not including herself)
- In order to hold 3 classes, a consultant usually needs to book 5!
- Don't over estimate the power and lasting results of classes - they are the foundation of a successful business and career!

