

## SuzAnne Brothers National Area “U-2” plan

### “the plan - 1 month”

U hold 2 classes per week. That means that you will need to book 3 to 4 classes to have 2 hold.

2 classes per week = approximately \$800 retail sales including outside orders from your hostess  
4 weeks = \$3,200 retail sales per month or \$1,600 gross profit per month.

2 classes per week = about 6 new customers  
4 weeks = about 24 new customers per month

Have an “after party” with the hostess. Invite everyone to stay and hear about what Mary Kay offers women, full time, part time, or hobby. About 2 or 3 will stay = 16 to 24 people in one month who will hear about our marketing plan. This results in about 4 new team members per month (1 out of 4 to 5 you share with).

8 hours per week = 4 hours for your parties and 4 hours for set up, follow up and telephone calls

### “the plan - duplicated”

The plan allows for 1/3 of your team members to be following the “U-2 plan.”

**Not counting any** of the wholesale production or re-order business of **any** of your team members . . . here is the breakdown:

8 wonderful women following the “U-2 plan” = 8 X \$1,600 (monthly wholesale or 2 parties per month) = \$12,800 wholesale team production.

\$12,800 X 13% personal commission = \$1,664 monthly income from personal team production.

### “the plan - results”

- Qualify for National Court of Sales & Sharing.
- Earn the use of a Mary Kay Career car.
- Qualify as a Mary Kay Sales Director or prepare to enter qualifications.
- Your hours are part time. Benefits and income greatly increase with the Sales Director position.



### “the plan - 6 month outcome”

6 month gross profit from holding 2 classes per week = \$9,600

From your 144 customers you will retain about 1/2(72). The other 1/2 of the customers will be part of your new team members customer base (they are their friends and family).

72 customers X \$263 re-order retail sales average in 6 months = \$18,936 in retail sales in 6 months

\$18,936 retail sales = \$9,468 gross profit in 6 months

Summary of **income** and wholesale production from parties & reorders after 6 months on the “U-2 plan” = \$19,068 gross profit. You will also complete the National Court of Sales!

### team building

4 new team members per month x 6 months = 24 new team members. If all of your team members are ‘qualified’ you have completed the National Court of Sharing!



### “the plan - summary”

1. “U” do the plan
2. stick to the plan
3. Duplicate it; commit others on your team to “the plan”

See your customers a minimum of 4 times a year, one time each season with updates, color and new ideas.

\$

**Monthly** income re-cap for Consultant commissions. Keep in mind commissions will be **much higher** for Sales Directors.

Income from parties = \$1,600  
Income from reorders (\$9,468/6 months) = \$1,578  
Income from 13% personal team commission = \$1,664  
Total monthly income = \$4,802

Figures reflect 6 months of Consultant “U-2” performance, & are based on Area wide averages.