

Answers To Husband's Questions

by National Sales Director SuzAnne Brothers

Husbands are always concerned with the well being and success of their wives. Following are some questions commonly asked by concerned, supportive husbands.

Exactly what will my wife be doing?

She will be teaching skin care and selling Mary Kay Cosmetics. She will own and operate her own business as an independent contractor - she's not an employee or mine of Mary Kay Inc. she will hold skin care classes and facials for groups of women.

Where will she conduct her business?

Her classes will be held in either her home or the home of a hostess who has invited her. Your wife will have no territories and may build her business anywhere she chooses in the United States and its territories.

What hours will she be expected to put into her business?

As an independent business person, she will set her own schedule and can conduct business around family and other activities. We do suggest she complete a weekly plan sheet every Sunday, so you both know and agree to her schedule. We feel it is vital that you both agree on her schedule and that she works as planned. The more hours she puts into her business, the higher her income potential.

My wife knows very little about teaching skin care and selling, how can she expect to be successful?

Educational materials are available such as Career Essentials that can help your wife learn more about the skills necessary to help her be successful in her Mary Kay career. She will learn many facets of her business including: how to schedule classes and manage her new income. It is essential that she attend her local Unit meeting where she will learn basic skin care and make-up techniques; this is her "Mary Kay School."

What is the \$100 Showcase?

The showcase contains the items she needs to get started teaching skin care.

What is inventory and why does she need it?

Product inventory is not required to start her business. She may conduct her first skin care classes using just her showcase. However, she may want to start with an initial inventory so her customers can get their products immediately.

We don't have that much money in savings, now what?

Few people have disposable income to place an initial inventory order. Even if you do, consider a bank loan or a credit card or other available line of credit. Most businesses begin on borrowed capital. Keep in mind that if your wife decides that Mary Kay is not for her, the Company will buy back her original and unused showcase and original and unused Section 1 products purchased from the Company within one year for 90% of her original net cost. See the Independent Consultant Agreement for complete details.

Is this a “Pyramid” company?

NO! Mary Kay is a true direct selling company where there is only **one** wholesale sale (Company to Consultant) and **one** retail sale (Consultant to customer) of Mary Kay products. There are **no levels of wholesalers** between the Company and the consumer through which products pass at varying discounts before sales. Everyone recruited as a Consultant is recruited to sell products at retail. The entire marketing structure is based on and intended to foster retail sales to ultimate consumers.

Do women really buy this stuff?

YES! Based on the most recently published industry sales data, Mary Kay is the best selling brand of facial skin care and color cosmetics in the United States. Mary Kay has brand loyalty and our skin care class and “try before you buy” format is very appealing to women. When a Beauty Consultant offers personalized and prompt service, her customer is satisfied and may tell friends to try Mary Kay. More classes can be booked and more customers can be found!

How does my wife receive the products?

Each Consultant orders independently, directly from the Company, and the products are shipped via UPS to her door. The usual receiving time is seven to ten days from the day the order was placed.

What level of inventory is really best for her?

For a moderate activity level, it is recommended that each new Consultant begins with a product inventory and then reinvests her profits until she has at least \$3,000 wholesale on her shelves. Some Consultants start at this level. This inventory level will give you an adequate variety and number of products to meet an average class and reorder activity (about two classes per week). For a more active business, she may want to build her inventory to \$6,000 wholesale to have a complete selection of products on hand.

Finance inventory or use savings?

Every retail business needs three things to operate: 1. Inventory, 2. Working capital, 3. Sales effort. I would recommend a bank loan for inventory. Most businesses begin with capital and borrowed money. The interest expense on borrowed money is deductible for taxes and the borrowed funds allow you to leverage your inventory. Being able to order inventory also qualifies the Beauty Consultant to order at 50% instead of 40%, a 10% savings right from the beginning.

Can she really earn a car?

Consultants have the opportunity to earn the use of a beautiful new red Pontiac Grand Am. Mary Kay has a fleet of General Motors worth over \$180 million on the road. To earn the use of this car, she will build a Team of 12 other Consultants that she has personally sponsored and when that Team does at least \$16,000 wholesale production over a four month period or less, she earns the car. The first month her Team does \$4,000 she is considered to be *On Target!* Some Consultants have done this in one month although most take four months. As long as minimum productions are met, the Company will replace the car every two years!

What I Wish My Husband Would Do

A survey of Consultants & Directors

1. Stay out of the way
2. Be there when needed
3. Attend Mary Kay events (Awards nights, Unit meetings, Seminar)
4. Let me know how proud he is
5. Watch the kids
6. Learn how to cook
7. Take responsibility for the car
8. Help load & unload products in the car for skin care classes. If the boxes are just as heavy when you unload them after a class don't say anything!
9. Put a surprise encouraging note in her beauty case
10. Carry her business cards
11. Understand that Mary Kay is not a multi-level or pyramid company
12. Understand the rules for advancing and the benefits at each new level of achievement
13. Learn to role play with your significant other so that her answers become almost automatic
14. Do goal setting for the family together so that you both understand what the Mary Kay contribution could mean
15. Take notes or remember people's names when they call