

brothers national area

consultant

“tnt playbook”

seminar year 2010 - 2011

Consultant programs

- Area training tree
- Grand Achiever tracking sheet
- Court of sales & sharing tracking sheets
- Area conference call information & numbers
 - Area events

Seminar year 2010-2011 Area goals:

- #3 National Area Emerald Seminar
- Every director in a career car & Unit Club
 - 25 new debuting Area Directors



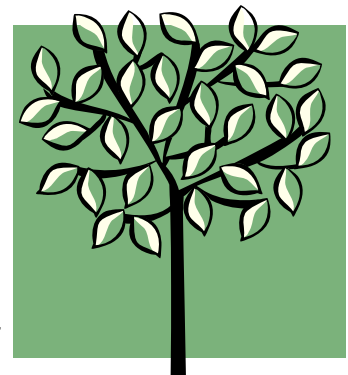
brothers national area training tree

tnt

Take advantage of the brothers national area “learning tree” right over your telephone! This is a great tool for training and sharing the Mary Kay business!

Call 641.715.3800 and enter the access code 59017# and then you will have a choice to listen to the options listed below.

- 1. Marketing and the Mary Kay business opportunity.** Guests are invited to tune in and hear SuzAnne’s marketing call.
- 2. Welcome, getting started and inventory.** New Consultants will want to check this out immediately after signing their agreements. It is also a great refresher for the rest of us.
- 3. Booking your first appointments.** SuzAnne talks about techniques and gives booking scripts.
- 4. Overcoming objections.** Learn how to overcome “concerns” to gain new customers and team members by listening and asking questions.
- 5. Coaching your hostess and pre-profiling.** If a class is worth hosting, it is worth coaching! Learn how to create an exciting hostess packet.
- 6. Booking from your appointments.** This will help you have continued business. Your goal is to book two classes from each class you hold.
- 7. 4 point team building plan & team building.** Mary Kay Ash said that your classes are the best place to find new team members.
- 8. Closing on product sales.**
- 9. The Mary Kay business opportunity in Spanish.**
- 10. Brothers Area contest, events & promotions.** Brothers Area “grand slam” year long contest.
- 11. Setting up your pro-pay account.** Learn how to process those credit debit card payments. It is very simple and easy!
- 12. Preferred Customer Program.** Mary Kay Inc. helps by sending professional, personalized promotions to your customers - directly to their mail box!
- 13. Lucky 13!** MK Company contests & promotions for you!
- 14. Buckle up baby!** Earning your car-qualifications plus conference call invite.



grand achiever tracking sheet

You can go on “on-target” for the Grand Achiever program when you have the following:

- ◆ Five or more active personal team members
- ◆ \$5,000 combined personal/team wholesale section 1 production in a calendar month
- ◆ You must be an active Consultant
- ◆ These requirements must be met each month to be considered “on-target.”



You may qualify as a Grand Achiever in one, two, three or four months, based on when you achieve the following:

- ◆ \$20,000 combined personal/team wholesale section 1 production
- ◆ 14 active team members

You may contribute up to \$5,000 in personal wholesale section 1 production toward the total \$20,000 requirement.

Your team may contribute a minimum of \$15,000 wholesale section 1 production toward the total \$20,000 requirement.

You must have a minimum of \$5,000 combined personal/team wholesale section 1 production each month of the qualification period while maintaining five or more active personal team members.

You must be an active Consultant. Visit marykay-intouch.com for complete car qualification details.



personal team members	month 1 wholesale orders	month 2 wholesale orders	month 3 wholesale orders	month 4 wholesale orders
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
total team wholesale production				

brothers national area personal court of sharing tracking sheet

Add 12 qualified personal team members to your team during Seminar year 2010-2011 and you will be part of the brothers national area court of sharing and be showered with gifts at seminar 2011!!

	name	order	date
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
★	_____	★	★
12.	_____	_____	_____
★	_____	★	★
13.	_____	_____	_____
14.	_____	_____	_____
15.	_____	_____	_____
16.	_____	_____	_____
17.	_____	_____	_____
18.	_____	_____	_____
19.	_____	_____	_____
20.	_____	_____	_____
21.	_____	_____	_____
22.	_____	_____	_____
23.	_____	_____	_____
★	_____	_____	★
24.	_____	_____	_____

★ 24 is the MK Company court—earn your bee & grace the Seminar stage!

brothers national area court of personal sales tracking sheet

Achieve \$20,000 in retail sales during the Seminar year and you will be part of the brothers area national court of personal sales and be showered with gifts at Seminar 2011!

This breaks out to an average order of \$834 a month.

\$36,000 retail is the MK Corporate court—earn the ring and grace the Seminar stage!!

July 2010 whl order	Aug 2010 whl order	Sept 2010 whl order	Oct 2010 whl order
Nov 2010 whl order	Dec 2010 whl order	Jan 2011 whl order	Feb 2011 whl order
Mar 2011 whl order	Apr 2011 whl order	May 2011 whl order	June 2011 whl order

Seminar 2010–2011 year end goal



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events & conference calls



**brothers national area
seminar year 2010 - 2011
event dates**

October 8, 9, 10, 2010

Brothers Area retreat; "city nights, city lights"
Denver, Colorado - See Area website for details

January 12-15, 2011

"inspire your way to the top" Leadership Conference
Emerald, Pearl, Diamond



February 4-5, 2011

Fire in February weekend at SuzAnne's for those who complete a October, November and
December Power Starts.
Future Directors are invited!



March 18-19; 25-26; April 1-2, 2011

"achieve your way to the stars" Career Conference

April 15-17, 2011

Brothers Area Director retreat

July 20-23, 2011

Emerald Seminar 2011
"imagine your way to beautiful" Seminar



we are family brothers area hotline!!

951.262.1424

"tnt - today not tomorrow"

brothers area hotline



For the first time EVER daily messages are available for our entire national area of
consultants and directors! This hotline will change every weekday (Monday through
Friday) with recognition on Friday to cap of the week . . . plus upcoming events, contests, com-
pany news and inside scoops . . . EARLY!

Each weekday there will be a new 5 minute message from the best of the best from our top 20
Area Directors. You will be asked to leave a message if you have a win to share so SuzAnne can
highlight them on Friday. Be sure to call in for:

- motivation & inspiration, tips from the tippy top, recognition, daily support, stay connected

Please get the word out . . . "tnt"!!!