

Full Circle Success



4 skills to develop in building a successful Mary Kay business.

- *Booking*-the lifeline to your business. When your out of bookings your out of business.
- *Coaching*-an appointment worth booking is worth coaching
- *Selling*-Nothing happens until someone sells something
- *Recruiting*-is the highest form of flattery.

Points to remember:

- The key to success is to master all 4 and work those skills into your business at the same time.
- It does not matter what your goal is, all 4 skills must apply for your goal to be a reality.
- Mastering these 4 skills will not happen overnight. Perfection happens through Perfect Practice.
- It's important to practice each skill at the same time, not one at a time. Remember you can't do one without the other. Focusing on each skill one at a time causes a break down in Mary Kay's proven system.

Where do you start?

Sharing the Product

Classes or group appointments
Double Facials
Facials
Customer Service –Reorders
Preferred Customer Service

Perfect Start (5 classes or 15 faces in 15 days)
Power Start (10 classes or 30 faces in 30 days)

Purpose of the Class

1. Sell Sets
2. Book future Classes
3. Book hostess and one other for an interview

You are 16 classes away from DIQ

Sharing the Marketing Plan

Interview
CD's or Marketing Hotline
Events
Success Meetings
Literature

- 1 Active Team member = 4 Commission
- 3 Active Team Members = Red Jacket
- 5 Active Team Members = 9 or 13 ++ \$50 team building bonus
- 8 Active Team Members = Future Sales Director/DIQ

You now take yourself + 8 other people on your journey to what ever your goal.

- Study on one at a time for a short period of time. Then add a skill each week until you have incorporated all 4 into your business.
- The most important thing to do is start, to recognize your lacking skill in one or more areas.
- Remember Perfect Practice makes perfect, meaning to study each skill and practice what you are learning even when it doesn't feel right.
- It's important to practice often so you don't lose the information you have learned. What is not used is lost.
- Keep in mind perfecting and changing these 4 skills will always be a part of your business.
- When your enthusiasm is gone the skills you have developed will take over and you will continue to succeed.