

ACTION PLAN

FOR TEAM-BUILDERS WITH NEW

MARY KAY eSTART TEAM MEMBERS

If you're interested in providing support to your new team members who have started their own independent Mary Kay businesses focusing on digital retail connections, you may want to consider the following. support to your new team members who have started their own independent Mary Kay businesses focusing on digital retail connections.

1. OFFER TO HELP HER SET A GOAL.

BE AVAILABLE TO CONNECT with your new team member as she sets her Mary Kay business goals and determines what initial inventory order is right for her based on her potential customer base.

If it aligns with her business goals, consider sharing with her that if she places a \$600 or more wholesale order within the first 15 days of starting her business she could earn her Free** Color Look, become [Great Start](#)*-qualified†, AND earn Free* Product Bonus Bundles that she can sell for 100% profit. A \$225 or more wholesale order, along with her ProPay account, will grant her access to participate in and take advantage of the [Customer Delivery Service program](#).

***ENCOURAGE HER TO DOWNLOAD THE MARY KAY GREAT START APP** from the [Apple App Store](#) or [Google Play](#) for more information.

2. OFFER TO HELP HER GET DIGITAL.

Share with your new team member [THE DIGITAL ACTION PLAN](#) and other resources on the [Digital Business Basics Hub](#) and [Digital Zone](#); share the benefits of her making a prospective customer list and consider inviting her to attend your next virtual party so that she can “learn while you earn.” Better yet, you might encourage her to invite a guest to attend your virtual party along with her so that she can start “earning while she is learning.”

3. OFFER TO HELP HER START SELLING

Consider helping your new team member as they **HOLD THEIR DIGITAL GREAT START GRAND OPENING**. This should be tailored to the individual as some may be more tech savvy and/or familiar with the virtual environment than others; however, the [New Independent Beauty Consultants Start Here page on InTouch](#) is a great resource to help get them started.

†A Great Start-qualified Independent Beauty Consultant is one whose initial order or cumulative orders are \$600 or more in wholesale Section 1 products, and the orders are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

**A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the Mary Kay InTouch* website. The Company reserves the right to change or update products, packaging and programs. Please go to the Mary Kay InTouch* website for the most up-to-date information.

‡An Independent Beauty Consultant's initial order with the Company must total \$600 or more (excluding shipping, handling and tax) in wholesale Section 1 products to be eligible for the product bonus bundles. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the suggested retail value of Section 1 products included in the product bonus bundle(s).

4. OFFER TO HELP HER KEEP SELLING

You might encourage your new team member **TO BOOK A PERFECT START** (8 virtual parties in a week), hold virtual parties and leverage the Mary Kay Skin Analyzer App to conduct facials, and remind her that she can earn 50% profit on her retail sales!

SOME POPULAR DIGITAL SELLING FORMATS ON WHICH TO EDUCATE YOUR NEW TEAM MEMBER INCLUDE:

VIRTUAL SKIN CARE PARTY VIA FACEBOOK

For more info, have her reference the [Digital Party Toolkit on InTouch](#).

MK FACIAL KITS

With samples delivered prior to digital party – for more info, she can watch this [video featuring Yelitza Mendoza](#) on the Video Lounge.

SHAKE UP YOUR MAKE-UP

For more info, she can watch this [video featuring Bridgett Moore](#) on the Video Lounge.

VIRTUAL SELLING SHAREABLE VIDEOS

These quick [videos provide an overview of some of Mary Kay's most exciting products!](#) The videos are shareable and aimed to inspire your customers to try something new or learn more about the amazing products Mary Kay has to offer. Videos feature **Satin Hands, Begin with Beautiful Skin** (TimeWise Miracle Set 3D, TimeWise Repair, Mary Kay Naturally, Clear Proof Acne System, Botanical Effects and MK Men's), **Mix & Mask** (Renewing Gel Mask and Charcoal Mask) **AND MORE!**

MK SKIN ANALYZER APP FACIALS

For more info, she can watch this [video featuring Kristin Sharpe and Leigh Ann David](#) on the Video Lounge.

SOCIAL MEDIA TUTORIALS AND MARKETING

For more info, she can watch this [video featuring Kirsti Wilmon](#) and this [video featuring Leigh Ann David](#) on the Video Lounge.

5. OFFER TO HELP HER SHARE.

If it aligns with her business goals, encourage your new team member to **SHARE HOW MUCH FUN A MARY KAY BUSINESS CAN BE** with her friends, family and new customers! Ensure she is aware of the rewards, bonuses and commissions available when she starts growing her team.

SOME DIGITAL FORMATS TO SHARE THE MARY KAY OPPORTUNITY INCLUDE:

VIRTUAL TEAM-BUILDING EVENT

Using platforms such as Zoom or Facebook (Facebook event, closed Facebook page, or Facebook Live on your social media business page or closed group). This event is led by your Independent Sales Director, you or another unit member, and guests are invited to hear about the Mary Kay opportunity. This can also be facilitated in a group format with several Sales Force members and their guests invited to attend.

WORKING FULL CIRCLE

Working full circle, present the Mary Kay opportunity as part of digital skin care parties/selling appointments. Continue to follow up and/or layer with phone or virtual face-to-face team-building appointments using platforms such as FaceTime, Zoom, Skype, conference calls, texts, etc.

6. OFFER TO HELP HER STAY CONNECTED.

Help her stay connected. Encourage your new team member to **ATTEND YOUR INDEPENDENT SALES DIRECTOR'S WEEKLY VIRTUAL UNIT MEETING** so she can gain the education, motivation and inspiration offered there. Also ensure new team members are invited to connect to any other group communities you may have, such as your team or unit's closed Facebook page.