

MARY KAY TEAM-BUILDING PLAYBOOK

How to use this fabulous resource – virtually or in person – when sharing the opportunity.

We've all learned that **team-building relies on a layered approach** – starting with a short, simple conversation to see if someone is interested, then building to a follow-up conversation to delve deeper with those who show interest. **This Team-Building Playbook was created to help with either of these conversations.** It's a resource Beauty Consultants can use while sharing the opportunity with a prospective team member, either virtually or in person. Think of this playbook as a flip chart for team-building!

The Team-Building Playbook offers Independent Beauty Consultants the ability to rely on a professionally thought-out and designed approach to sharing the Mary Kay opportunity. This new playbook helps Beauty Consultants take their potential team members through the heart of the opportunity while allowing them to develop an understanding of how *Enriching Women's Lives*® became the lifelong mission of our iconic Founder, Mary Kay Ash.



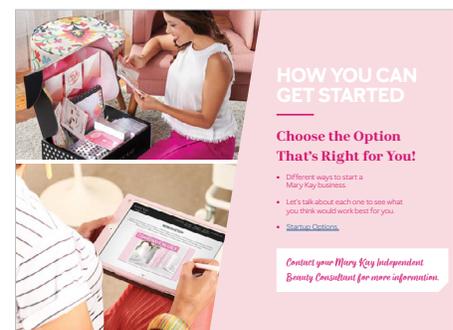
PRACTICE MAKES PERFECT.

Before you hold your first meeting with a prospective team member using the Team-Building Playbook, **open the playbook and read it out loud a number of times** until the words feel like your own.

See where it makes sense to **interject your personal experiences and stories**, especially on Page 4, Why I Chose Mary Kay. You'll also want to **preview the videos** that are part of this interactive presentation. This could help you gain an understanding of the topics that would be most meaningful to the different people you share the opportunity with. You may also want to **click on Startup Options** to get familiar with the information so you can present it in the most professional way possible.

The Mary Kay opportunity can be the opportunity of a lifetime for so many people. So remember to inject your enthusiasm into the presentation. Mary Kay Ash said,

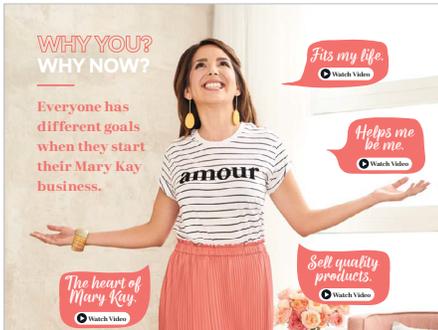
“If you act enthusiastic, you become enthusiastic – and it spreads like wildfire!”



SHARE THE OPPORTUNITY BEAUTIFULLY.

As you guide your potential team member through each beautiful page, feel free to expand upon the information provided to infuse your own stories into the conversation. This is a great way to underscore the personal touch that is the hallmark of a Mary Kay business.

When you share the opportunity using the Team-Building Playbook, **be sure to click on the interactive links** to highlight the different goals women have when they start their Mary Kay businesses as well as the different startup options they have to choose from so they can start their Mary Kay businesses in a way that best fits their lives.



In addition to finding the Team-Building Playbook on *Mary Kay InTouch*[®], you can also find it in the *Mary Kay*[®] Digital Showcase App/Love What You Do.