

Candy Bar Marketing

New Independent National Sales Director Renee Hackleman credits her areas rapid growth to a unique way of presenting the marketing plan that she calls candy bar marketing. While the idea of using candy bars as a way to present the marketing plan is not new, Renee took the idea and created her own unique twist. It became so effective at unit meetings and guest events (a recent guest event in Kansas City resulted in many new Independent Beauty Consultants!), she started encouraging the Consultants in her unit to use it at their skin care classes. Now her whole area is using it and their motto is, Wherever two or more are gathered together, candy bars are shared.

All you need for a candy bar marketing presentation whether it is at a unit meeting or a skin care class - are mini-versions of the items listed below. Renee suggests that you pre-package a set of each item in plastic bags or gift bags and have them ready to go for any marketing opportunity. If done at a skin care class, Renee suggests that the presentation be positioned after foundation is applied and before color application.

Here is her dialogue:

OK, its time for a candy break. I would love to share some of the advantages of having your own business. Please pay close attention because well have a quiz in just a moment!

These are some of my favorite reasons why women begin a Mary Kay business.

Pay Day represents the money we can make in Mary Kay. What I love about this is that ANY day can be a PAYDAY. Some women like to have a PAYDAY once a month, some once a day. And, even if youre really part-time, this business can come in handy with unexpected expenses by spending some time on the phone to create a PAYDAY.

Big Red Gum represents the advancement and self-promotion thats available in Mary Kay. Everyone starts exactly the same way. It doesnt matter where you live, how old you are, what experience you bring with you. Any Independent Beauty Consultant can choose to move up at any time no matter how long shes been in the business.

Almond Joy represents the JOY of having a business that offers personal growth and self-improvement. This is the most important part because we believe what makes you beautiful is whats on the inside. Many women love this business because it allows them to build their confidence, overcome shyness and enjoy personal growth.

3 Musketeers represents the three PRIORITIES that this Company was founded upon: God first, family second and career third. I truly believe that most women seek to live their lives by these priorities. But often the corporations or employers we work for dont hold this same priority! Mary Kay, the woman, felt so strongly about this in 1963 that it would be the foundation upon which her Company was built, and it still holds true today, 40 years later.

Milky Way represents that we have NO LIMITS in our business. Any woman can choose to advance as far as she wants to go. The skys the limit! You may not even be able to see it yet. Its whatever you want it to be. Any Consultant can truly set her own goals based on her personal situation.

Life Savers represents our AWESOME PRODUCTS. To many women, they truly are lifesavers. And Mary Kay is the best selling brand in the combined categories of facial skin care and color cosmetics based on the most recent industry sales data and actual Mary Kay sales.

Extra Gum represents the EXTRAs that are part of having a home-based business. They include being your own boss and setting your own hours so you can be with your family when you want to.

Snickers represents the girl fun we have. Many women are attracted to the Mary Kay business because of the awesome friends you make and the opportunity to meet lots of new women. Most women need more fun in their lives, wouldn't you agree?

Starburst represents PRAISE and RECOGNITION. We earn recognition for our efforts and achievements. We praise people to success AND are rewarded with Cinderella prizes like trips, jewelry even the use of a career car.

100 Grand represents leadership and the opportunity to earn great commissions. More than 200 Independent National Sales Directors in the U.S. have earned more than \$1 million in commissions during their Mary Kay careers.

M & M's represent MEETINGS and MOTIVATION. Mary Kay is a terrific way to build a business at your own pace with lots of rewards. What sets us apart is the ongoing education and support we receive in our business.

Twizzlers represent our opportunity to be flexible. You can work this business around a very busy life and make it fit your needs. Put in a little time or a lot. It will adjust as you shape it into whatever you want it to be.

Now we'll have our quiz.

At this point, the Consultant holds up each item and asks the guests what it represented.

Now what I'd like to do is have you tell me YOUR favorite one and I'll give you the candy bar.

As guests choose a favorite one, the Consultant asks why they liked it.

As the guests eat their candy, the Consultant asks each guest to fill out a questionnaire ([Click here for a copy of the questionnaire Renee uses](#)). Renee encourages her Consultants to attach these questionnaires to their Weekly Accomplishment Sheets when they are turned in each week. She then helps them follow up on any prospective team members.