

# Candy Bar Marketing



1)

The \$\$\$ we can make in Mary Kay

"Any day can be a payday!" Once a week... or Once a Day... it's up to you. Buy product at 50% & Sell at 100%!



2)

Career Advancement & Self Promotion! *Any* Consultant can move up... they just need to

*choose* to do so! They need to look in the mirror and say "I need a raise, I need a promotion!"



3)

Represents the JOY of having a career that offers personal growth and self-improvement.

This is important because it is what is inside a woman. We believe that what makes you beautiful is what's on the inside. What clouds it up is lack of self confidence and self esteem.

I often hear that Mary Kay is a career where we get paid to have personal growth! This career allows you to build your confidence, overcome shyness and have personal growth!



4)

Represents the 3 Priorities that our Company is founded upon: God first, family second and Career third. I truly believe that most women seek to live their lives by these priorities; but of ten the corporations or employers we work for or businesses we are a part of don't hold this same priority! Mary Kay the woman was so convicted in 1963 that this would be a foundation of how her company was built; it holds true today... over 40 years later and makes our company unique!



5)

Represents that we have NO LIMITS in our Company... any woman can choose to advance as far as she wants to go! The Sky is the limit! You may not even be able to see it yet. It's

whatever you want it to be. On the other side of that, we have NO QUOTAS so any consultant can truly set her own goals based on her personal situation.



6)

Lifesavers represent our awesome product which is a "lifesaver" to many women across the globe! We have been named the "Best Selling Brand of Skin Care" in the Nation 6 years in a row! WOW!

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Extra Gum represents the EXTRA'S that are apart of having a business at home! These include: tax deductions, getting to be your own boss, total flexibility and getting your product at wholesale ... are just a few!



Represents the girl fun we have in Mary Kay! Many women are attracted to Mary Kay because of the awesome friends you make and the opportunity to meet lots of new women. Most women need more fun in their lives!



Represents PRAISE & RECOGNITION! The first program is the quarterly Star Consultant Program which allows any consultant to earn a great prize each quarter! It goes up from there; we praise people to success and are rewarded with Cinderella prizes.



Represents management and the chance to move up to a great income! \$100,000 is the average pay to a director who has been driving a pink Cadillac 3 years or longer! Mary Kay says THAT is girl size pay!!!



Represents "MEETINGS & MOTIVATION!" Mary Kay is NOT a pyramid company, not a get rich scheme, but IS a terrific way to build a business at your own pace with lots of rewards! What sets us apart is the ongoing training and support we receive throughout the lifetime of our MK careers!



Twizzlers LICORICE, represents how our opportunity is so FLEXIBLE! You can work it 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!

Quiz them on each benefit by holding up each candy! Then ask which benefit was their favorite!