KNOWLEDGE EQUALS CONFIDENCE

Product knowledge is often what Consultants say they need most in order to feel confident about sharing our product with others. In fact, the fear of having a product related question that they cannot answer prevents many Consultants from ever holding a single class. The GOOD NEWS is that MOST customers do not ask technical questions, and questions that they do have are often the same ones, over & over.

THE BEST PRODUCT KNOWLEDGE YOU CAN EVER HAVE

You’ll be relieved to know that the best product knowledge is more than just knowing technical facts, and that you already posses it! Believe it or not, your customers really do know less than you do! You USE Mary Kay, they don’t. Here’s what’s MOST important to know about sharing and selling our products:

- Your enthusiasm and personal testimony about a product is the MAIN influencing factor in a customer’s buying decision. When you relay your experience with a product: how you use it, how it makes your skin feel, how it wears, how well it works, you are developing trust with your customer. And that makes her (and you) feel like you are not trying to “sell” her on something – you’re just sharing!
- Use the products yourself! Don’t “save” your inventory for your customers. You’ll rarely sell what you don’t use. Use it all – sell it all!
- Sampling sells. Allowing her to try the products herself AND teaching her about how & why they work is magic. Our Flipchart make you sound like a pro & gives her all the information she needs. This is why one-on-one appointments (classes & facials) are the BEST way to develop customers.
- Know that you sell what you show. If you accidentally hit 11 instead of 1 when ordering -- wear it, talk about it and sample it & you will sell it!

LEARNING THE TECHNICAL STUFF

Of course, speaking confidently about your product line DOES give you credibility. It is true, when you are new there is a lot to learn about many different products, but give yourself time! New products are continually offered every quarter & you’ll have an opportunity to learn about them as they are introduced. Once you’ve been in Mary Kay a while, you’ll find you have in-depth knowledge of everything just based on longevity and experience! In the meantime, here’s where you can get more information about all our products:

The InTouch website has a wealth of resources called Product Central (found under both the Products and Education drop down menus). You can even reference them while at your classes from your hostess’ computer if you need to find an answer to a question!

- Product Fact Sheets
  - Search by product and learn what each product contains, features & benefits & directions for use
- Order of Application (skin care & body care)
- Product & Ingredient Reference (both current & discontinued)
THE TECHNICAL STUFF cont.

- Search by specific ingredients, including their function and what products contain them.
- Understanding your Customer’s needs, special skin conditions
- Contact information for the Consultant & Medical Relations department and Medical reimbursement
- Skin care terms
- Product Presentation & Expiration
  - This tab includes general information on things like shelf life, the distinction between cosmetics & drugs, sun facts and promotional products
- Product Talking Points & product focus
  - Learn the philosophy of our research, development & manufacturing. Also “Myth Busting” facts you can use to combat misinformation!

MORE SOURCES FOR EDUCATION & LEARNING

- Product packaging and inserts
- The Beauty Book & Instructor’s Guide
- The Color Insider DVD & book
- www.marykay.com for color application tips
- Applause Magazine
- Quarterly Preview Events. Always held on the second Saturday of March, June, September & December from 2:30 – 4:30 at the RCTC
- Our VoiceBox Training (641) 715-3800 access code 114512# box 3. You may want to listen to this one several times & take notes! It’s got a lot of good information that I have learned from several sources over the years. It will give you a little more insight into our products and how I talk about them with my customers.
- Our Unit website: www.compassarea.com has great info!
- Nancy’s Skin Care Class CD. Hear how I describe products during the group close.
- Consultant & Medical Relations department at MK (800) 272-9333
- Our annual Seminar in Dallas – all the scientists are standing around waiting to answer questions and always have cool demonstrations!
- Career Conference & our National Area Retreat include information on new products.

WHAT I KNOW FOR SURE

Our Company is well-known in industry circles for never exaggerating our product claims. Our products do what the Company says they will do. That’s why we can confidently offer our 100% customer satisfaction guarantee. When researchers arrive at percentages, they always publish averages, resulting in our products performing above consumer expectations! While explaining our products to my customers I always try to be accurate as possible! It might be helpful to read our Product Promise on InTouch to understand our product & ingredient philosophy.

BRANDS WITHIN MARY KAY

Within our product line we have several “brands”, each carrying their own distinctive look and packaging. We have 5 skin care brands:

- TimeWise. Our premiere brand. All products are anti-aging and contain our patented “TimeWise Complex” which speeds up the natural renewal process of the skin.
BRANDS WITHIN MARY KAY (cont.)

- Botanical Effects. Botanical formulas good for those with very sensitive skin or those not concerned about the signs of aging. Contains NO anti-aging ingredients.
- Formula 3 products for acne prone skin. Part of our former “Classic Basic Line. They can be used together or combined with other skin care lines!
- MK Men. An anti-aging line specifically designed for men’s skin.
- Simple Solutions. Designed for people on the go. Functions are combined. Contains NO anti-aging ingredients. The tinted lotion SPF 20 is very sheer and great for Velocity users.

We have also have a separate supplement line that is not a part of TimeWise, and of course, Color Cosmetics, Body Care & Fragrance. Learn more on our VoiceBox Training Class #3!

MINERAL POWDERS
Since producing our VoiceBox classes, we have had some major changes to our color cosmetics line. There is a lot of information on InTouch about this new line but some selling points on the ALL the Mineral products are that these formulas are nutrient rich. They contain skin-loving benefits like vitamins A, C & E (anti-oxidants) to combat environmental damage. They have excellent skin adhesion and are fade resistant. The color products use the finest, rich, saturated pigments which are good for all skin tones & they go on with one swipe, blending easily.

COLOR COSMETICS
Another product distinction that I do not have on the VoiceBox is the difference between the Concealer and the Highlighting Pen. Concealer is opaque & is used on the face to cover blemishes & spots. When used under the eyes, it can settle into lines & pores because it is so thick. The Facial Highlighting Pen was designed for the under-eye area (and any other shadowy spots). It is sheer, translucent & lightweight. It bounces light away with tiny “light diffusing microspheres” that do NOT settle into lines & pores!

WHO’S ON FIRST?
When applying products it’s helpful to keep in mind a simple idea that can help you with order of application. (although a detailed Order of Application chart is available on InTouch) Teach this rule-of-thumb to your customers and they can always remember what to put on first, experience the greatest benefits from using our products and then want to buy more!

Consider our Flipchart and the layers of the skin picture. Only a product with a thin consistency can penetrate deep down into the lower layers. If you put a thick cream on first, it would block anything else from getting down there. So, after cleansing & exfoliating, when your skin is clean & your pores are open, you’ll want to put runnier products on first, moving up to the thickest creams last. Of course not everyone is going to use every product, but our product line-up would be applied as follows:

- Toners from the Classic Basic line. These are the consistency of water & penetrate the deepest.
- Gels. Primary products in this category are: Day & Night Solutions and the Indulge Eye Gel. Sometimes you’ll have more than one gel in a regimen. Read your package inserts for proper order (like Microdermabrasion Replenish step, then Day or Night Solution).
- Lotions. Our TimeWise lotions are mid-weight to penetrate to the mid- layers of the skin.
- Creams. Thicker moisturizers go on last – like the TimeWise Firming Eye Cream or our Extra Hydration Moisturizers. (The oil-free one is a gel, but it is thicker than the TimeWise lotion).
THE RULING OUT PROCESS

One of the best things you can do for the long-term success of your business is to follow-up with every new customer to make sure she is happy! Sometimes we assume that if she doesn't call us, she's just fine. Not true! She could be unhappy with the way a product performs and instead of calling to tell YOU about it, she'll tell six of her friends she didn't like Mary Kay! Instead, if you help her find just the right products, she might invite those six friends over for a class! Follow-up appointments are designed to make sure she is using the products properly, allow her to try different formulas if needed, as well as try new products & color. Our 100% guarantee allows her to get a brand new bottle of a different formula if necessary. The Company replaces that product for you, free of charge.

In determining what to suggest if your customer experiences problems, you can begin with substitution. Make sure to call her & ask about the new product's performance after a few days. If she is still unhappy, then you would use the ruling out method (or adding in method). She can either stop using just the product she suspects is causing problems, or she may feel better about stopping everything and just trying one product at a time beginning with cleanser & adding another product every 3 or 4 days. The Company has said that changing to an entire new line can be a shock to the skin & it might just be that it needs some time to get used to new products. Encourage her to continue using them and assure her you will take care of her! Mary Kay does work for most everyone if they are willing to work with you & be patient!

COMMON PRODUCT QUESTIONS & OBJECTIONS

In the running of your business, you'll likely get the same objections from people who have tried Mary Kay in the past or have heard misinformation about our products. You may get these while pre-profiling your guests for your skin care classes – which is why pre-profiling is so important! If you don't call & allay her fears, she probably won't even come. Many of these questions and objections are easily explained. Once you have satisfied her concerns, she may be more willing to give Mary Kay a try.

- “Does Mary Kay use _____ in their products?” (an ingredient she finds objectionable – like lead or mineral oil). As for lead, we simply do not. We do, however, use mineral oil in a few of our products. People that claim there is something wrong with it are basing that judgment on opinion, not scientific fact. The mineral oil we use is highly refined and is “cosmetic grade”, which is approved by the FDA. In fact, in all of the markets we manufacture for across the globe, not one governmental agency claims mineral oil to be unsafe for it's people. There is excellent information on InTouch under Products/ Product Talking Points & our Product Promise.
- “Does Mary Kay test on animals?” NO! Mary Kay Inc. has not conducted, or requested on its behalf, any testing of products or ingredients. We were one of the first companies to ban animal testing.
- “I’m allergic to Mary Kay.” First, clarify by asking, “What happened?” Usually women describe it as red/itchy/bumpy rash (if she says she got zits go to the next bullet -- because zits are never an allergic reaction). Apologize, then say, “You know, there are several reasons why that could have happened, but I am sure you would not experience that now. We have continually changed our products over the years and probably don’t even have what you tried anymore.” She may continue to express concern, so here are a few more:
  - There is no “one Mary Kay ingredient” that we put in everything. A problem with one product does not imply she’d have problems with others. Part of our customer service is to follow-up and offer help finding just the right mix of products by using the ruling-out process (or adding in process).
  - It is possible that that the Consultant used washcloths laundered in a detergent she had an allergic reaction to. Using Disposable Facial Cloths from Section 2 avoids this problem!
“I tried Mary Kay before and it broke me out.” First you’ll want to empathize then clarify, “Oh, I’m so sorry you had an adverse reaction. Tell me, was it acne or a rash? If it was a rash, see the previous bullet. If it was acne you can say, “Well, I can see how that might have happened, but you’ll be glad to know we’ve changed our products and that doesn’t happen anymore.” You might explain why: having a break-out is a normal cleansing out process. Most people do not exfoliate and have a dead layer of cells covering pores filled with dirt, soap film, more dead skin cells, etc. Our previous products included a fairly aggressive mask that would remove the dead layer, allowing the impurities to come to the surface in the form of acne. You might apologize that the Consultant did not explain that to her. Many people who had that experience, would stop using it immediately. Then a month later, try it again, experience the same results (because the build-up was back) and believe that it’s the product’s fault. She probably didn’t have a follow-up appointment, so she just threw it away. The TimeWise cleanser does not exfoliate so much at one time, and the process seems to work much better in cleaning out the pores. But Microdermabrasion can create a break-out, which is one reason why I never show it at my classes and I always explain what might happen when using it the first few times. Encourage your customers that do experience break-outs to keep using the product – it WILL clear up! Just make sure you follow-up to see how her skin is doing!

Some women may just not be willing to try Mary Kay again if they have had a negative experience in the past. You can only do your best and if not… next! When handling questions or problems, if you ever get stumped, just say, “That’s a really good question (or interesting situation), I’ve never had that one before. I will find out the answer and get back to you.”