



## **We are so excited to have you as a new member of our incredible Cadillac Unit!**

WELCOME TO THE WONDERFUL WORLD OF MARY KAY COSMETICS!! Not only have you been accepted into the most progressive and positive companies in the world, but you have also become a vital member of one of the fastest growing and most dynamic units in all of Mary Kay! The reason why we are so great and keep getting better is because we select quality people like you to join our team. Get ready to enjoy a fabulous new business with positive, supportive new friends as a result of your decision to be a part of this great Company! This is a world where dreams come true and the opportunities are truly unlimited!

As your Director, I stand ready and willing to help you in every possible way that I can. You will set your own goals. Your recruiter and I will be here to help you reach them. We will teach you, guide you, and motivate you. We will not take credit for all of the success you will achieve, because the bottom line is - you are the one who is going to do the studying and the scheduling of your appointments. You are the one who will get out the door to hold those appointments and to attend meeting and special functions. This is your business and your success will be because you decide that's what you want and you are willing to work with discipline. You are on your own, but never alone! I will match my time with your efforts. It is vitally important that you attend the Weekly Success Meetings for your ongoing training, product updates, motivation & recognition (not to mention fun!). At Success Meeting, you'll also receive many handouts on all facets of your business. You'll be receiving Newsletters from me with recognition & education. If you are not local to me will find a director in your area.

As a new consultant, I encourage you to treat this business as if you are going to college. Be patient with yourself. You will not learn everything overnight! Commit yourself to a certain number of hours per week to go to "Mary Kay School" that includes weekly meetings and your appointments. Also, commit yourself to at least one full year of consistency in your business to allow it and you to grow.

In Mary Kay, you will be paid in direct proportion to your efforts. It is important right from the beginning of your career to set your goals...plan your work...keep your eye on the BIG PICTURE...and NEVER, NEVER, NEVER GIVE UP!!! There is no magical, mystical secret to success in Mary Kay. Success is often a "fail forward" type of experience. It is getting handle on who you are and what you want, then disciplining yourself to work toward that goal using good time management (a balance of faith, family and career) and proper money management. It is understanding that 80% of our job is asking people to pamper themselves with a facial and invite their friends to join them or to look over our marketing plan and see if this opportunity would be right for them. It's making them feel special! It's always working with the Golden Rule! It's learning to listen. It's finding a need and filling it. It's realizing that 99 per cent of this job is attitude, a positive "I can do it" attitude. It's understanding that maintaining a positive attitude is a daily battle, a choice we must make consciously every day.

Stay excited and focused. Do this by pushing out any "fear thoughts" you may have with "excitement thoughts!" There is room for only one or the other--and you choose! Call or e-mail me and your mentoring Consultant every day or two during these first few weeks...and weekly thereafter. We want to share in your success and your communication with us will guarantee it! Be sure to call me ( 804-402-8672) so we can get to know each other.

It has been my privilege to be part of this world-renowned Company for 12 years (!) and I continue to become more excited about it every day! Whatever obstacles you may have along the way, I have either experienced them myself or probably have helped someone else who has! Take advantage of my experience.. I am here to support you! By working together, we will climb to the TOP!

I am excited to have you as part of our fabulous fast growing unit! To cars, great friends and much abundance in your future!

With a huge, warm welcome...Love and belief in all you do!

Kelly Shannon  
Cadillac Sales Director  
804-402-8672  
kshannon@marykay.com  
Www.unitnet.com/kellyshannon—consultant training center





## *Unit Information*

**Unit Name: Shannon's Superstars**  
**Area: Emerald Go-Give Area**  
**Unit #: V640**  
**Debuted as a Unit: February 1, 2000**  
**Career Cars Earned: 8—7 Cadillac's**

## *Director Information*



**Kelly Shannon Sales Director**  
**Started MK Career in June 1998**  
**Debuted As A Director February 1. 2000**

**Business/Home Office Address:**

**7083 White Pine Lane**  
**Mechanicsville, VA 23111**

**Think Pink MK Studio**

**7284 Lee Davis Rd, Suite #9 Hanover Plaza**  
**Mechanicsville , VA 23111**

**Office # 804-402-8672**

**Email: [kshannon@marykay.com](mailto:kshannon@marykay.com)**

**Mary Kay website: [www.marykayintouch.com](http://www.marykayintouch.com)**



# Career Biography

## Fast Fun Facts about...Sales Director, **KELLY SHANNON**

### Career Achievements

- started her business in June 1998, almost 12 years
- became a sales director 1 ½ years after signing her agreement
- Her unit earned their 1<sup>st</sup> of 7 Cadillac's in their 1<sup>st</sup> 6 months as new unit, breaking the company record w/ 47 team members
- Earn the use of 8 cars company cars
- Has been a star consultant every quarter in the company
- Her unit has completed the circle of achievement club every year for a total of 11 times with their highest at 489,000 retail
- achieved queens court of sales 8 times
- queens court of sharing 4 times, achieve queen of the go give Emerald Area and #6 in Emerald Division
- Double star achiever 6 times
- Triple star achiever 3 times— all 3 courts at one time---National Court of Sales, Recruiting, and Unit circle



### Family

- Mother of 2, Sydney 20 and Tyler 18 married for 23 years to my High school sweetheart
- Originally from Charleston , South Carolina

**Before Mary Kay:** Fashion Merchandising. Moved to Richmond to be a Retail Buyer for Thalhimers Department store. After Merger, Worked my way up to National Music Buyer for Country and Latin categories for Circuit City. I left my executive corporate position 11years ago to do Mary Kay fulltime.

**Goals:** Achieve Circle of Excellence Unit club by Seminar 2011 and achieve National Sales Director by 2015

**Favorite Quote:** Oh that you would bless me indeed, and enlarge my territory, that your hand would be with me, and that you would keep me from evil, that I may not cause pain. 1 Chronicles 4:10

**Best Mary Kay Advice I ever got:** Enjoy the Journey

**Best advice I'd give a Consultant:** Set backs are setups for a come back!

**My Mary Kay Role Model is:** Elite Executive Sales Director Kim McClure

**I describe our company as:** A place where dreams do come true.

Highest Commission Check for ONE month...

**\$12,957**

*Ponder* WHAT A MARY KAY CAREER CAN PROVIDE FOR YOU...





## NEW CONSULTANT CHECKLIST



### THE FIRST WEEK OF YOUR BUSINESS...

1. Sign onto free connection to Mary Kay [www.marykayintouch.com](http://www.marykayintouch.com) and complete MK first steps....
  - Sign onto [www.marykayintouch.com](http://www.marykayintouch.com) and get your free marykay.com email address.
  - 50% off your personal customer website
  - Order your Business with product labels, name tag, business cards at over 40% off
  - Complete your personal signature look
2. Discuss your inventory options
  - Contact Kelly Shannon @ 804-402-8672 your director, she will help you make the best decision for your business needs. Kelly will go over all your options and help you place your first order, to make sure you get all of your first time order bonuses.
  -
3. Open a separate Mary Kay bank account
  - Set up a separate bank account for your Mary Kay business. You do not need to set up a business account, just a regular personal checking account w/ a Debit card. All checks will be written to you.
4. Make a list of everyone you know that has skin:
  - These contacts will be the start of your new business. Don't prejudge...put a star next to the people you might want to have on your team
5. Become familiar with the products.
  - Start using all the products head to toe. Go through the look book and make a list of all the products you want to add to your first order for yourself.
6. Schedule your first class or opening debut.
  - This is the grand opening of your business. Invite all of your friends, family, coworker and neighbors (everyone you know with skin!) Contact Kelly as soon as possible to schedule your date. We conduct the class and help you close your guests.
7. When your kit arrives watch your DVD that says "watch me first"
  - Review your consultant guide
  - Start your Silver Wings training on [www.marykayintouch.com](http://www.marykayintouch.com), under education
8. Listen to training cds in your kit and schedule MK university training.
9. Attend your first Mary Kay event.
  - We have "girls night out" success event on Thursday at 6:30 at our MK Think Pink studio and Monday night 6:30 Mk new consultant training. If you are not local to me I will find a great local event for you to attend. In MK you get the best of both worlds, our incredible unit and local family to adoptee you also.
  - Those that show up....go up and build a strong foundation for their MK business
10. Stay in touch with your director and most important have fun and enjoy your business
  - I spend 80% of my time with new consultants. Don't hesitate to call, text or email me with questions. 804-402-8672 , [kshannon@marykay.com](mailto:kshannon@marykay.com).
  - Enthusiasm is the most important ingredient. You can do everything wrong, but with the right attitude and still be successful. Never give up.



# “Girls Behaving Pinkly”



## MKU Full Circle Training

1. Goal Setting- 9- day plan & contests \_\_\_\_\_
2. Where do I find customer? \_\_\_\_\_
3. Overcoming Objections \_\_\_\_\_
4. ABC's of Booking \_\_\_\_\_
5. Hostess Coaching/Follow up
  - Part 1 Hostess coaching \_\_\_\_\_
  - Part 2 Group & Individual Close \_\_\_\_\_
6. Skincare Class
  - Part 1 Power Class \_\_\_\_\_
  - Part 2 Group & individual close \_\_\_\_\_
7. 2<sup>nd</sup> appointments \_\_\_\_\_  
Personal pampering session/color select appointment
8. Building your own organization
  - Part 1 Team building \_\_\_\_\_
  - Part 2 Recruiter Responsibilities \_\_\_\_\_
9. Affirmations \_\_\_\_\_
10. DISC personality styles \_\_\_\_\_
11. Customer service \_\_\_\_\_
12. Systems
  - Part 1 Taxes/Paper \_\_\_\_\_
  - Part 2 Inventory & Money management \_\_\_\_\_
  - Part 3 Time management & IPAs \_\_\_\_\_



## **New Consultant Basic Training—**

Every Monday night —doors open at 6pm (question/answer)  
Session starts at 6:30 sharp till 8:30

Specialized Training Sessions designed to help new consultants master basic essentials of their new Mary Kay business. Each session is casual attire and bring a spiral notebook to take notes.

### **Class #1 What have I done and what do I do next**

- Running an office in your home, Mary Kay image, Communication skills, Grand opening skincare class, Inventory Management, Star Consultant program, attitude management and product knowledge

### **Class #2 Learning the basics**

- Taxes (what can I deduct), time management, great tips, building a customer base, Preferred customer program, booking appointments and coaching to success.

### **Class #3 Behind the scenes of a skincare class**

- How to conduct a skincare class. Packing for a class, the skincare class agenda, and how to do the 4 point marketing plan

### **Graduation requirements**

- 10 guests to a Mary Kay skincare class with 3 separate instructors— group sessions are conducted Monday and Thursday nights at 6:30 and Saturday at 11am at our Mechanicsville “Think Pink” Studio
- 3 sharing appointments with your sales director
- 

***Receive our Mary Kay Success watch when you complete requirements***

# MARY KAY®

Enriching Women's Lives™

Build your business your way...

Here's your chance to select the training method that works best for you and your lifestyle.

Those who show up and invest time in building their skill levels will be able to write their Own ticket to success in Mary Kay!

**By Phone.....**

**“Shannon’s Superstar” and “Henry’s Hearts of Gold” Training hotline**

(15 lines recorded training center)

There are 15 different training topics prerecorded for your convenience. The training is taught by the best of the best including the Ultimate Power Skincare Class, to Customer service and team building. Dial in as your schedule allows 641-715-3800 code is 5122471#

Record Line recordings

1. Power skin care class with Ameer Gambonian
2. How to grow to 200 customers by Sherill Steinman
3. Managing Emotions
4. Closing like the Pros
5. What R U Leaking
6. Emerald Seminar Speeches
7. Ruby Seminar Speeches
8. Gloria Mayfield Banks part 1
9. Gloria Mayfield Banks part 2
10. Julie Danskin Team Building



# MARY KAY®

Enriching Women's Lives™

## Training in person....Face to Face.....

### Thursday Night Live “Girls Night Out” Success Event

Every Thursday night there will be a live skincare class that starts at 6:30 sharp at our Think Pink Studio. While the skincare class is taking place you can observe to sharpen your skincare class skills or go for advanced training in the main room. Remember to work smart and bring guests so you can earn while you learn. That's right we help you and you make the profit. (Please rsvp your guest count by Wed 9pm)

### Saturday Morning Live skincare and color classes

Every Saturday there is a live skincare class (1<sup>st</sup> appointment taught) and color Class (second appointment) taught by a director or experience consultant. You are welcome to come and bring guests to earn while you learn. Please rsvp by Friday Morning your guest count.

11am—Live Skincare Class (1<sup>st</sup> appointment)

1pm—Live Color Class (2<sup>nd</sup> appointment)

### Monday Night New consultant basic training

Every Monday night —doors open at 6pm (question/answer)

Session starts at 6:30 sharp till 8:30

Specialized Training Sessions designed to help new consultants master basic essentials of their new Mary Kay business. Each session is casual attire and bring a spiral notebook to take notes.







Name: \_\_\_\_\_

\$600 Wholesale Order Date: \_\_\_\_\_

# Power Start - 30 faces in 30 days!

	Sales
1	
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28	
29	
30	
Total	



1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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4. \_\_\_\_\_

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5. \_\_\_\_\_

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11. \_\_\_\_\_

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16. \_\_\_\_\_

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29. \_\_\_\_\_

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30. \_\_\_\_\_

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**Before you call:**

Do 10 jumping jacks or run around so you sound excited, out of breath, rushed and completely different than normal =)

**What to say when you call:**

"Hi \_\_\_\_\_, guess what, guess what, guess what? I just started a new business and I now teach skin care and color cosmetics with the #1 brand in America, Mary Kay. I have a HUGE goal to finish 30 practice faces & makeovers in 30 days and I immediately thought of you. There's no obligation I just need to borrow your face please. I am available 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ date, which one works best for you? (Pause and Silence - wait for their response)

**Take it one step further:**

Sounds perfect. I just knew that I could count on you to help me out. Thank you for being a GREAT friend. I am so excited to see you on \_\_\_\_\_ date at \_\_\_\_\_ time. You know, its just as easy for me to do your face as it is for me to do yours and 2 friends...is there any reason why you couldn't invite your mom and your sister or 2 friends to help me out? (Pause) Thank you so much...you're the greatest. (Then mail her a handwritten thank you/reminder postcard)

**What if no one answers?**

NEVER, NEVER, NEVER, NEVER, NEVER, NEVER, NEVER leave a message. Wait for them to return the missed call and then say the script. When you leave a message you are adding to someone else's "Things To Do" list and you are setting yourself up for a disappointment if they don't call you back. Just keep calling until you reach them live. =)



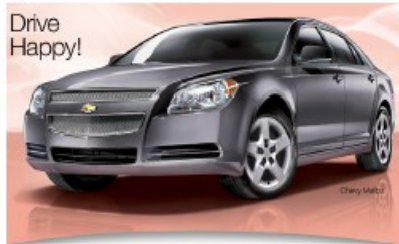
Star the names that you booked color appointments with. 15 Stars = Prize from your director!!

Turn in your completed Power Start Sheet to earn your Power Start Pin.

MARY KAY

# Career Path

*at a glance*  

<p><b>Sales Director and above</b>  24+ Unit Members  <b>9-13% Unit Commission +</b>  <b>9-13% Personal Team Commission +</b>  <b>Bonuses starting at \$500/m and much more!</b>  <b>\$100 Bonus each qualified New Team Member</b></p>
<p><b>DIQ (Director in Qualification)</b>  10+ Active Team Members  Star Consultant consistency  <b>9-13% Personal Team Commission</b>  <b>\$50 Bonus each qualified New Team Member</b></p>
<p><b>Car Driver (Grand Achiever)</b>  14+ Active Team Members + production  4 months to qualify  <b>9-13% Personal Team Commission</b>  <b>\$50 Bonus each qualified New Team Member</b></p>
<p><b>Future Director</b>  8+ Active Team Members  <b>9-13% Personal Team Commission</b>  <b>\$50 Bonus each qualified New Team Member</b></p>
<p><b>Team Leader</b>  5+ Active Team Members  Eligible to go On-Target for earning Career Car  <b>9-13% Personal Team Commission</b>  <b>\$50 Bonus each qualified New Team Member</b></p>
<p><b>Star Team Builder</b>  3+ Active Team Members  Eligible to wear the coveted Red Jacket  <b>4% Personal Team Commission</b>  <b>\$50 Bonus with 4th qualified New Team Member</b></p>
<p><b>Senior Consultant</b>  1-2+ Active Team Members  <b>4% Personal Team Commission</b></p>
<p><b>Independent Beauty Consultant</b>  Star Consultant, Company and Unit Prizes  Bonus Products  These Benefits + more as you advance Career Path.  <b>50% discount on all Section-1 products.</b>  <b>50% profit with each customer product purchase.</b></p>



## **Selling the Sizzle---Getting your customers excited about using our product!**

We have over 29 patents on our Ultimate Miracle set and the Good Housekeeping seal of approval.  
Our very own "Fountain of Youth"



### **Think of taking care of your skin like brushing your teeth...**

#### **3 in 1 cleanser & age fighting moisture**

The cleanser and moisture is like brushing your teeth. You need to brush your teeth morning in night to keep your teeth healthy.

#### **Day and Night Solution**

Look at your day and night like flossing. Your dentist always tells you to floss the teeth you want to keep. The day and night is the future of your skin for protection and renewal.

#### **Microdermabrasion**

Microderm would like be like whitening your teeth. You wouldn't whiten the teeth that you did not brush and floss daily, because you would just get more of the same. Remember Time wise helps build healthier skin 3 layers down, so when you microderm you remove 2 layers of skin bringing the newer skin to the surface faster.

It's like a magic eraser. Most things you want to get rid of are only 1 or 2 layers down.

### **Our Award winning skincare program**

#### **3 in 1 cleanser—**

has micro-beads containing vitamin E, helps erase the visible signs of aging

3 products in 1 tube-Cleanser, Mask and toning Great value!

Restores younger looking skin-not just a clean face, but a younger face

#### **Time Wise Age fighting moisturizer-**

Combines the action of 10 hours of hydration and a patented complex to accelerate the skins natural renewal process, revealing firmer, smoother skin with fewer lines and wrinkles

#### **Day/Night Solution-**

Day solution is our pruned product—full spectrum sunscreen containing anti oxidants that protect you from future sunscreen. Approved by the American Cancer Society. Our own technology created through Mary Kay grants. It also includes Retinyl Palmitate (Vitamin A) to help boost your skin's own collagen productivity, Vitamin E, Amino Acids and Botanicals that nourish and repair your skin and lots of peptides to relax your expression lines.

Night solution imparts optimal renewal while you sleep! It's like getting a deep facial every night building 3 layers down. It has A, C & E, Amino Acids and collagen enhancing peptides to fade away deep lines and wrinkles. It improves skin's texture and firmness

#### **Microdermabrasion**

2 step processes using the same crystal (Aluminum Oxide Crystals) found in Spa and Dermatologist offices around the country. Our crystal is 3 times smaller and perfectly round and we do not use any abrasive tools making our system much safer and can be used 2 times a week.

Step 1 - Refine---Removes two layers of skin, revealing healthier, younger looking skin.

Step 2 - Replenish—a nourishing vitamin soup mix for your skin, immediately calms the skin

#### **Replenishing Serum+C**

Pure vitamin C from berries from all over the globe. Enhances production of new collagen and helps existing collagen from breaking down. It also contains ingredients know to support elastin. Immediately improves the tone and elasticity of your skin.