

Questions from husbands always concern the well-being and success of their wives. After viewing a Consider the Possibilities Video, or attending a Mary Kay Career Guest Event, husbands are sure to have a clearer understanding of a career with Mary Kay. However, many may still have questions you should be prepared to answer. The following is a list of common questions with suggested answers:

* **Exactly what will my wife be doing?** She will be retailing the #1 Skin Care and Color Cosmetics products in America via teaching skin care to women. She will be self-employed in her own business. She will hold Professional Skin Care Classes for small groups of women. Based upon your wife's personal goals, she will have the opportunity to just retail the product and earn extra money or she can choose to go into leadership with Mary Kay where she can earn the use of a FREE company car, earn a 6 figure income, go on free trips every year, and much more.

* **Where will she be working?** Your wife will have a choice of whether she wants to hold classes in your home or whether she wants to go to her hostess home. She will have no quotas or territories.

* **What sort of hours will my wife be expected to work?** She may set her own hours since she is in business for herself. We suggest that the two of you develop a weekly plan sheet every Sunday so you know and agree upon her work schedule. Her hours can vary depending on family plans and desired income. The more hours worked the higher her income potential.

* **My wife knows very little about sales and teaching skin care. How can she expect to be successful?** There is a thorough educational program for all new Mary Kay Consultants. I will train her in the basic skin care and make up techniques. She will learn all facets of her business including how to schedule classes, earn profits, manage her income, etc. at a training class held on a 1 day a week basis. Your wife's commitment to training will be essential to her earning potential and growth in the business. You are always invited and encouraged to attend all training classes and functions.

* **What is in a starter kit?** Your wife's new business tools! The showcase includes demonstration products, training materials, and literature needed to begin her business. The front of the agreement and brochure she received shows the large assortment of materials that will be included in her showcase. This is essentially all she will need to get started. In actuality she is getting approximately \$3000 worth of training materials for an investment of \$100 plus tax.

* **What is inventory and why will my wife need it?** First, inventory is not required for her business, but it is recommended to get her off to a good start. Inventory is product your wife will retail to her customers to make a profit. The showcase is only a tool. She will buy her product at a wholesale discount directly from Mary Kay Cosmetics, and will sell it to her customers at the suggested retail price (earning 50% of whatever she sells). Having her inventory on hand will aid in her business being more professional, convenient and more efficient.

* **What amount of inventory is really best for my wife?** The two of you know your financial circumstances better than I do. We recommend that each new Consultant begin with a product inventory and reinvest her profits until she has at least reached a full store inventory status at \$3,600.00 I recommend that every consultant start with a full store inventory. This inventory level will give your wife an adequate variety and number of products to service her customers, and puts her at immediate profit level. She is able to have at least 1 of every product Mary Kay have to offer, and multiples of the best sellers!

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*** How much inventory will she need?** There are several options, and where she starts will be something you both need to decide. Always remember that inventory is the source of profit. When you place an order with Mary Kay, you are purchasing at wholesale prices. We purchase products from the company for \$1 and sell them for \$2 so we profit 50%! Everyone in Mary Kay, both Consultants and Directors, buy directly from the company at the same discount (we are not a pyramid company). The discount structure has just been simplified. Any order for at least \$400.00 suggested retail qualifies for the maximum discount of 50%. For example, you pay \$200.00 wholesale for products you can sell for \$400 retail. By always making your orders a minimum of \$200 wholesale, you receive the full 50% discount. The key to consistent earnings is restocking inventory on a consistent basis. If your wife sells \$800.00 suggested retail per week, she will want to allocate about 60% of her sales to product orders. Inventory planning and control can be a joint planning area.

*** We don't have that much money in our savings account. Now what?** Few people have that much money readily available. Even if you did have it, I wouldn't recommend using it (as humans we are not usually disciplined enough to pay ourselves back). I recommend using a 0% interest credit card or bank loan. Most businesses begin on borrowed capital (it is always better to use someone else's money to start your own business, besides that's what banks are for anyway!) Profits from sales can be used to pay off the charge.

*** That sounds like a lot of money. Frankly, what is in it for you?** It's worth the same to me if your wife starts off with full store inventory or if she started at a lower level and worked her way up to profit level. I earn a commission check from Mary Kay's profit center in Dallas based upon your wife's wholesale purchases from the company along with my other business associates and unit members. What's great and most important is that your wife can earn the same commissions.

*** With all this training and all this money, I am a little afraid of the changes I may see in my wife** Part of Mary Kay's philosophy is a strong belief in priorities, God first, family second and career third. With your encouragement and continued moral support, your wife can only succeed. Most of us in Mary Kay are wives and mothers. That doesn't stop. It just gets better!

Suggested Dos and Don'ts Of A Mary Kay Husband

DO

- Love your wife. Everything else will follow.
- Encourage her to use the time available for her business when an appointment cancels. For instance, she could book selling appointments, do customer service calls, invite guests to her unit meeting.
- Write her notes, telling her how proud you are of her.
- Acknowledge her accomplishments.
- Keep her motivated by offering dinner, movie or time alone without the children, if she meets her weekly goals.
- Help her set family and business goals. Dream with her.
- Read Company-related material and compliment her when you see her name in print.
- Tell your friends how well she's doing.
- Strategize with her. Two minds are better than one.

DONT:

- Say any of these things: "Burn the Starter Kit." "Quit!" "How do you put up with this?"
- Point out the frustrating parts of her business. She already knows them.
- Ignore her accomplishments. She works for your praise, do acknowledge them!
- Be selfish. Share your time with her by doing things that will allow her to work her business.
- Say, "You'll never accomplish that." Think out of your comfort zone. If her goals don't sound far-fetched, she isn't reaching far enough.
- Ask how much she sold. She'll tell you, if it's good news.
- Listen to negative comments from your friends, family or colleagues about her business.
- Ask why her business things aren't in perfect order.