

# The Business Power Plan

Regardless of the reasoning behind your decision to become a Mary Kay Consultant, you'll want to take a very logical, rational approach in making your inventory decision as your time management, immediate profit, and cash flow depends on it!!! Now follow the next **5** steps to make your best business decision!!!

## Step 1 - Who Do You Know . . .

Make a comprehensive list of 30 Facial/Skin Care Party hostess prospects. No need to prejudge her response. The only requirement—**she must have skin!** Family, friend, work associate, acquaintance, neighbor. (Also put an \* by every name you think would be great in this business—your first team members!)

1. _____	11. _____	21. _____
2. _____	12. _____	22. _____
3. _____	13. _____	23. _____
4. _____	14. _____	24. _____
5. _____	15. _____	25. _____
6. _____	16. _____	26. _____
7. _____	17. _____	27. _____
8. _____	18. _____	28. _____
9. _____	19. _____	29. _____
10. _____	20. _____	30. _____

## Step 2 - It's Your Time, Invest It Wisely . . .

### I. The Skin Care Party

- \$200 average sales
- 3 to 6 people attending
- takes 2 to 3 hours

### II. The Facial

- \$75 average sale
- 1 to 2 people attending
- takes 45 minutes to an hour

By Holding Weekly . . .	Gross Profit Weekly	Gross Profit Monthly
1 SCP & 1 Facial	\$137.50	\$550.00
2 SCPs & 1 Facial	\$237.50	\$950.00
3 SCPs & 2 Facials	\$375.00	\$1,500.00
3 SCPs & 3 Facials	\$412.50	\$1,650.00

**This is an exciting Gross Profit!!**

### Step 3 - How Many Faces . . .

To determine the amount of product you'll want to consider having on your shelf, let's take a look at the number of faces you'll be working with. With your current schedule, if a party takes 2-3 hours and a Facial takes 45 minutes to an hour, how many are you willing to fit into your week?

# of Parties weekly	X	4 Faces per Party	=	_____ FACES
# of Facials weekly	X	1 Face per Facial	=	_____ FACES
<b>FACES WEEKLY</b>				

Now determine how many faces you will be putting the product on MONTHLY?

Total Faces Weekly	X	4 Weeks	=	<b>_____ FACES MONTHLY!!</b>
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### Step 4 - How Much Inventory Do I Need?

Refer to the Make a Product Decision link on robinrowlandnsd.com. Go through each package highlighting the # of faces each will cover. (With Product on Shelf, Time Management is EFFICIENT and CASH FLOW is **IMMEDIATE!!!**) Based on my projected # of Faces Monthly, I will need to invest in the . . .

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <b>Career</b> (3,600)       | <input type="checkbox"/> <b>Premium</b> (2,400)  | <input type="checkbox"/> <b>Enhanced</b> (1,200) |
| <input type="checkbox"/> <b>Professional</b> (3,000) | <input type="checkbox"/> <b>Superior</b> (1,800) | <input type="checkbox"/> <b>Basic</b> (600)      |

DOESN'T IT MAKE SENSE TO BE "ON PROFIT"?!

### Step 5 - Let's Make It Happen!

Refer to the Making a Business Decision audio link on robinrowlandnsd.com for investor options (credit card, bank loan, personal family/friend loan, etc.)

Confirm :

- **Business Debut**, Date \_\_\_\_\_
- **Perfect/Power Start**, Goal & Dates \_\_\_\_\_
- **Pearl Enhancer**, Prospects \_\_\_\_\_

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*“ Start writing your own success story today. Set your goals and hang onto them until they are a reality. You’ve got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!”*

*Mary Kay Ash*

