

Mastering the Marketing Plan

Additional Highlights

Audience: Future Independent Sales Directors

Key Idea: To master the marketing plan. To learn techniques that help me to customize my presentation so that it relates to topics that matter most to the listener.

Areas of Focus:

1. Presenting the Marketing Plan
2. A Sweet Opportunity

Key principles:

1. Presenting the Marketing Plan

Mary Kay said, *“There isn’t a woman alive who can’t benefit from our Mary Kay opportunity.”*

- According to research shared at a recent Marketing to Women Conference, “Women control 85% of household purchases.”
- Consequently, I understand the importance of being able to present the Mary Kay marketing plan so that I can easily convey how the Mary Kay opportunity could add value to my potential team member’s life. If she’s convinced of its value, she’ll be more likely to give it a try.
- The time I spend presenting the Marketing Plan is never wasted time. I might gain a new team member, keep a great customer, and/or make a new friend that will continue to refer others to me because of my Golden Rule Customer Service.

2. A Sweet Opportunity

As I share the Mary Kay opportunity, I can present it as a sweet opportunity. It’s a gift! Independent Executive Senior Sales Director Blythe Egbert shares a list of the rewards called “CUPCAKES” that come with accepting the Mary Kay opportunity:

- **Company Information** - You can own your own business with the support of one of the largest direct sellers of skin care and color cosmetics worldwide. You can play a part with Mary Kay in making a difference to help find a cure for cancers that affect women, end domestic violence, and impact our community through our Mary Kay Pink Doing Green® efforts.
- **Unlimited Income** - You can earn profit on all your retail sales.
- **Priorities** - Mary Kay Ash’s philosophy was “God first, family second, career third.”
- **Cars** - You can earn the use of a Mary Kay career car.
- **A Career Path** - You can move up at your own pace.
- **Kit** - The Starter Kit begins at \$100.
- **Esteem** - You can grow your self-esteem and self-confidence. You can feel empowered and connected with other women while receiving recognition for your achievements.
- **Service** – Your customer can be assured that Mary Kay® products are backed by Mary Kay’s Customer Satisfaction Guarantee.

Suggested Action Plan

My next steps can be to:

- Practice presenting the marketing plan to at least 3 people by the end of next week.
- Schedule 3 team-building appointments each week until I reach my goal.
- Ask to observe my Independent Sales Director as she presents the Marketing Plan.
- Get familiar with all the Mary Kay® Corporate team-building tools available on Mary Kay InTouch®. [Click here](#) for a complete list.