

10-12-1985

## Interview with Janet Lee Barton-Stratton (FA 36)

Manuscripts & Folklife Archives  
Western Kentucky University, [mssfa@wku.edu](mailto:mssfa@wku.edu)

Follow this and additional works at: [https://digitalcommons.wku.edu/dlsc\\_fa\\_oral\\_hist](https://digitalcommons.wku.edu/dlsc_fa_oral_hist)



Part of the [Business Commons](#), and the [Folklore Commons](#)

---

### Recommended Citation

Folklife Archives, Manuscripts &, "Interview with Janet Lee Barton-Stratton (FA 36)" (1985). *FA Oral Histories*. Paper 347.  
[https://digitalcommons.wku.edu/dlsc\\_fa\\_oral\\_hist/347](https://digitalcommons.wku.edu/dlsc_fa_oral_hist/347)

This Transcription is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in FA Oral Histories by an authorized administrator of TopSCHOLAR®. For more information, please contact [topscholar@wku.edu](mailto:topscholar@wku.edu).

Interviewer's tape no.: 1 WKU FL, FL & OHA Accession no.:

Interviewer: Sandra Jean Pomerantz Address: 1334 State Street, Apt. 2  
Bowling Green, KY 42101

Interviewee: Janet Lee Barton-Stratton Address: 3118 Huntmaster Drive  
Bowling Green, KY 42101

Date: October 12, 1985

Place of interview: 3118 Huntmaster Drive, Bowling Green, KY 42101

Other people present: Betsy Stratton, Thomas Anthony Stratton

Equipment used: Sanyo M-S300K Stereo Radio Cassette Recorder

Reel-to-reel tape: Brand: Size reel: Tape Mil: Speed:

Cassette: Brand: Scotch AVX60 Studio C-30/C-60/C-90/C-120 (circle size)  
Master Cassette

Amount of tape used: (Side 1): 30 min. (Side 2): 30 min.

Brief description of interview context and tape contents:  
Janet Lee Barton-Stratton sells Mary Kay Cosmetics. This interview contains family background, Janet's high school days, educational background, how and why she got involved in Mary Kay, her occupational background and details about her selling routine, training, worst experience, and financial results, and company history.

COUNTER	TRANSCRIPTION
	<p>(Opening Announcement)</p> <p>005 S.P.: Janet, your name is Stratton? Your last name?</p> <p>J.S.: Yes.</p> <p>S.P.: Would you spell that for me?</p> <p>J.S.: S-T-R-A-T-T-O-N.</p> <p>S.P.: And, uh, when were you born?</p> <p>J.S.: March 2, 1958.</p>
008	<p>S.P.: Uhm, what does your family -- Where does your family trace its origins?</p> <p>J.S.: Uhm, it, uhm, as far as, like --</p> <p>S.P.: The history, like where did they first arrive, uh, from --</p> <p>J.S.: From England.</p>

COUNTER

TRANSCRIPTION

S.P.: They were from England?

J.S.: Uhm huhm, yes.

S.P.: And, uh, how many generations back, do you know that they came to this country?

J.S.: I really, -- I really don't. It's been, uh, several. Uh, my grandmother has a family tree, and I really never sat down and looked at it that much, but I know that it's pretty far back that they've been here.

S.P.: Uhm, do you know where they first settled when they first came to the United States? What area of the country?

J.S.: No, I really don't. Uhm, uh, unless, you know, I don't know, except that my family has been from the same area of Kentucky for several generations. That's as far back as I know.

S.P.: Do you remember your grandparents?

J.S.: Yes, they're all still alive, except one.

S.P.: Oh. Marvelous! Uh, what were their names?

J.S.: Uh, Todd and Lula Barton, and Edward and Mary Lee Bull.

S.P.: And, uh, they live around Bowling Green?

J.S.: No, they're from Williamsburg, Kentucky, and Porter, Kentucky.

S.P.: And, uh, what kind of work did they do?

J.S.: Well, my grandfather, uh, in his early days was in construction, road construction. He built roads all over the state of Kentucky. And my grandmother, they ran a boardinghouse, and she cooked for all the boarders and also for all the men in the company that Paapaw owned. And then, in later life, then he retired from that and was a farmer. And now they're both retired, and they're

016

COUNTER

TRANSCRIPTION

J.S.: just senior citizens. (laughs) And my other grandfather and grandmother ran a restaurant for many years, and then my grandmother died when she was only thirty-eight. He remarried, and then he's been in the excavation business for several years; and he's just now retired at seventy-five years old.

S.P.: Very interesting. You're -- that's kind of nice to still have most of your grandparents.

J.S.: Yes, I never knew my mom's mom, but course I have a step-grandmother, so that's . . . garbled phrase since before I was born.

S.P.: What are your parents' names?

J.S.: Henry Barton -- they call him "Babe" -- and Jenny Lou Bull-Barton.

S.P.: And, what kind of work have they done?

J.S.: Well, my father was in the Air Force for many years, and then he had to come out for health reasons. Then he was a florist. And then he's been a car dealer for about twenty-two years.

S.P.: And, has your mother had any kind of job?

J.S.: My mother was a school teacher until my younger sister was born, and so she's been a homemaker now for twenty-three years.

S.P.: What did she teach?

J.S.: Uh, third grade mainly, and she also taught fifth and sixth grade.

S.P.: Uhm, are they still -- Is your mother still just a homemaker now?

J.S.: Yes.

032

COUNTER

TRANSCRIPTION

S.P.: And your father is --

J.S.: Uh, semi-retired. He still runs the business, mainly, but my brother is buying him out. And so, he just really checks in, and my brother pretty much takes care of the business. But, Dad had a triple by-pass about fourteen years ago when it was still very new. And, then recently, in August, he had a heart attack again, and so he's had to take it kind of easy since then. But he's doing fine now.

046 S.P.: Do you have any brothers and sisters?

J.S.: Yes, I have an older brother Gary and a younger sister Shannon.

S.P.: And, what do they do?

J.S.: Gary, as I said, is buying out my dad in the car business. And then Shannon is a school teacher. Teaches first grade.

S.P.: Oh. And does she live in this area, too?

J.S.: No, Shannon lives in Lexington, Kentucky. Her husband -- They're in the motel business. They own several motels. They live in Lexington.

051 S.P.: What is your husband's name?

J.S.: Thomas Anthony Stratton. And we call him "Tom."

S.P.: And what does he do for a living?

J.S.: He is also in sales. He's an agricultural chemical sales rep, manufacturer's rep, for R.C.I. America. He sells herbicides.

S.P.: That's interesting. Where is he from?

J.S.: Lawrenceville, Kentucky. It's up near Lexington.

S.P.: And, where can he trace his family from? Do you know?

J.S.: No, I really don't. Uhm, I'm not sure [Janet's daughter

COUNTER

TRANSCRIPTION

Betsy has been playing nearby while I interview her mother. Now she begins getting restless and demands Janet's attention, playing tug-of-war with a plastic container of cookies, making noises, etc., until Janet finally took her to her bedroom to take a nap after about fifteen minutes of the interview session. I will only refer to Betsy's most noticeable distractions on the tape.] I think that maybe he's told me there's some Irish, but I really don't know for sure.

058

S.P.: Tell me about your education, Janet.

J.S.: Well, I went all twelve years of elementary and high school at the same school, Williamsburg High School in Williamsburg, Kentucky. And then I went to Centre College in Danville, Kentucky, for a year and a half and transferred to the University of Kentucky and went there for two years. I finished my four year degree in three and a half years by going to summer school and (laughs) pushing hard. I have a Bachelors Degree in Business Administration from U.K.

065

S.P.: Hey! That's nice! Uhm, what was your childhood like? That's a broad topic, I know, but, in general, you know, what are some of the kinds of things you were involved in, like, oh, hobbies, clubs, things like that? Like, for instance, Girl Scouts, that sort of thing?

J.S.: Right, O.K., well, I was in Girl Scouts. I was really into a lot of social things. When I was in high school, I was in all the clubs. It was a small school. There was only forty in my graduating class. And so, you know, I guess one of the leaders of the class because my senior year I was president of the Prep Club, and secretary in F.H.A.

COUNTER

TRANSCRIPTION

J.S.: and also regional secretary in F.H.A. I was in the band. I played French horn and was also in the, you know, like all the other nice clubs, French Club and Drama Club and Debating Club. I was class president my junior year. And so, just about everything that was going on I had a hand in. (laughs)

S.P.: How did you have time to study? (giggles)

J.S.: Well, it was really pretty easy. I didn't do much else, but I was just really into a lot of social things. And I also kept the "stats" for the football team and the basketball team and wrote articles for the local newspapers on the sports. I loved sports. I probably didn't have girls' basketball until I was in my senior year. So I wasn't really participating, you know, that way, but I did do anything they'd let me. So -- (laughs) And I also graduated salutatorian from my class, -- [noise Betsy] -- so I must have gotten a little done.

084 S.P.: I guess you did. (both laugh) Tell me about your daughter. She's standing here -- [Betsy demands attention] --

J.S.: Making noises? (laughs)

S.P.: Making noises.

J.S.: Well, Betsy's fifteen months old, and she's a little angel. She's a really good girl. She has one of these personalities where -- [Betsy: "Mama!"] -- it is very easy to mother. She is very pleasant. She doesn't like to cry at all, and so she doesn't very often. We attribute that, that she was, uh -- had to have surgery when she was only two and a half months old. She had a birth defect in her bladder. So, when she was seventeen days old we had to

COUNTER

TRANSCRIPTION

J.S.: put her in the hospital for ten days, and she had to take shots, like six times a day; and she was running a high fever. At first we didn't know what was wrong. So then, when she was two and a half months old, we had to go to Nashville. She was in surgery for about three hours, and everything, so it was a major -- (hushes Betsy) -- it was a major thing. So we spent a lot of time with her early. [The object of our conversation is getting noisier and more demanding of Mama.]

098 S.P.: What kinds of hobbies and things are you involved with these days? What kinds of things do you like to do for leisure?

J.S.: Well, what little bit of leisure time I have -- [noise of cookies rattling in the container Betsy is trying to wrestle away from Janet] -- I play the piano, and I spend a lot of time with Betsy. She's my main hobby, I guess. We like to read and play together. And so, most of the free time I have I will spend playing with her and doing things other than what she normally demands. But, also I play the piano for myself. And I work out at the spa, stay healthy. (giggles) Those are my two main ones, I guess. I like to cook.

107 S.P.: What is your religious preference?

J.S.: We're members of the Church of Christ. We were both raised in the Church of Christ.

S.P.: That was my next question, whether you were the same religion as your parents?

J.S.: Uh huh, and Tom was also raised that way.

S.P.: Oh. What kinds of work have you done in the past before



COUNTER

TRANSCRIPTION

111

S.P.: you got involved in Mary Kay?

J.S.: I started at fifteen waiting on tables as a waitress in the summer. Did that a couple of summers. Then I worked for my uncle in a doctor's office as a receptionist one summer. And then I also pumped gas one summer at my father's service station. That was pretty interesting, 'cause everybody'd pull up and say, well, you know, "Do you know how to pump gas?" and "Do you know how to change the oil?" You know, they really couldn't believe that a girl was pumping gas. And then I was a bookkeeper at a Chevrolet dealership in Lexington -- [Betsy: "Mama!"] -- I think it's still there. I did that a couple of summers. Then I worked for my dad a couple of summers in his bookkeeping department. And the, after I graduated from college, Tom and I got married, and I went to work in a bearing warehouse as a secretary and in customer service, answering the phone and taking orders over the phone. Really didn't enjoy that very much. (laughs) But I did that for two and a half years. And then I got laid off because they closed the warehouse. All of us got laid off. Then about two months later, I started Mary Kay,

128

S.P.: That was my next question. How did you get into selling Mary Kay Cosmetics? Where did that originate?

J.S.: Well.

S.P.: As opposed to some other line of selling?

J.S.: Well, I never really thought I was a sales-type person. Tom, you know, being in sales, and I'd really be envious of him, sleeping in in the mornings, on those cold early

COUNTER

## TRANSCRIPTION

J.S.: mornings when I'd be getting up to go to work and he'd be laying in bed. And he'd say, "You ought to get you a sales job. Then you can set your own hours and have time flexibility, and everything." I said, "No, I couldn't sell anything." And so, I really didn't picture myself in sales. But I used the product for about six months, and she had tried to talk to me then, but I was working full time, and I said I wasn't interested. And I got laid off in June, and I was just tickled to death 'cause I'd always wanted to be a housewife and stay home. So I laid out in the sun all summer, and everything. I was really starting to get bored. Housekeeping when you don't have any children, you kind of become obsessed with it. Tom would set his glass in the sink, or something, and I'd really get irate at him (giggles) just for dirtying up a glass. So, I was really starting to try and look for something and . . . called me up and asked me to go to one of their meetings to see their new fall colors that night. And I said, "O.K., Thomas and I don't have anything else to do." So I went with her. And I showed him the marketing plan, and I was very impressed, 'cause it really has a lot of good features to it. And so I decided it was something I wanted to do. And I came home and talked to Tom about it. He said, well, he'd wanted me to take Dale Carnegie class to build my self-confidence and everything. And we just really . . . (garbled phrase) and so we couldn't see how we could have one hundred fifty dollars to fit our needs, to go take a Dale Carnegie course to be a housewife. So he said, "This would be a lot less expensive than Dale

COUNTER

TRANSCRIPTION

154

J.S.: Carnegie." And so, he said, "Let's give it a try." And so I just decided it was something I wanted to try.

S.P.: What -- You went through some sort of special training for this?

J.S.: Well, we have a full, free training program. And we take about a two-hour class where they go through some different things. Really you learn by watching, because you go and watch three consultants, at least, do their beauty show. Then you have a tape that is a lady doing a beauty show. So you listen. I listened to it every day back and forth to work, because then I got called back to help them close out the warehouse. So I worked for about two months while I was doing both. And so I would drive back and forth and listen . . . (garbled phrase) So I listened to the tape every day. So now, the words really are almost verbatim, but it's not because I sat down and memorized them; it's just because I heard it so much. Then they had a training class, as I said. Then they have a consultant's guide. It's about a ninety page book that you read. It answers all your questions, basically about things. So that was how I got my training. You really learn by doing mainly. They teach you to book at least five training classes that are really kind of practice shows. And you just go and do it, and that's how well you learn.

S.P.: So how does Mary Kay mainly operate? Do you go house to house type -- [Betsy fusses]

J.S.: It's not really --

S.P.: -- Tell me. All right. Tell me how you get your customers and the types of things that you do with it, you know

Manuscripts & Folio  
Library Special Collections  
Western Kentucky University

COUNTER

TRANSCRIPTION

S.P.: how it works.

J.S.: We don't go door-to-door. It's not door-to-door selling.

: Mainly we work on a one-on-one basis. I meet most of my customers either by, just like when I'm out in a store. If I see an attractive lady, I'll strike up a conversation with her and tell her that I'd like to give her a facial, and get her opinion of our product. I do that pretty often. With other customers, I'll ask them, "Who do you know that you think would enjoy having a facial?" And --

S.P.: You usually start out by offering a free facial, right?

J.S.: Right. And that's basically all I do is, you know, get their opinion of our product, and then if they want it, then I help them get it. I really want to teach skin care and teach them how to use our products. Then, if they want them, then I help them get them.

186 S.P.: How do you generally structure your time now that you're involved in this? You have -- How do you, for instance, get appointments? You have an answering machine, right?

J.S.: Yes, I do have an answering machine, because, in addition to being gone a lot with Mary Kay, Tom and I travel some and everything. So it is very important for me to have an answering machine. But, I get my customers mainly, as I said, from referrals. I also work with Community Greeting Service which is kind of like a Welcome Wagon, whatever. They go around to new people. And then I'll buy all the names from them. [Betsy continues to fuss.]

S.P.: Oh! They sell the names.

J.S.: Umm hmm.

S.P.: That's interesting.

COUNTER

## TRANSCRIPTION

J.S.: Umm hmm. And then, uhm, but uh, so I buy all the names, and then I phone. Usually, if I can only even get five or ten names out of fifty, then it's worth what I've paid for -- (refers to Betsy) -- I'm going to put her to bed -- [Here I put the tape recorder on pause while Janet took Betsy to her bedroom for a nap.] -- And then, also they teach us how to, like, book from our shows, because if have two or three people there then we need check-up facials after they're on a skin care program. Probably about ninety per cent of the people I do a check-up facial on, I just tell them to "invite a couple of friends over, since I have to come and do yours, anyway." Most of the time they do, and so it's ongoing kind of thing, booking from your shows. That's how I get my selling.

205

S.P.: Tell me about shows. What are those, and how are they set up?

J.S.: A show just means that there are at least three people at your appointment. A facial would be one or two people. And then a show just means that there's three people there to have a facial. And basically it's the same thing; you go through the same procedure if it's one person or six people. About six is the most that we can work with comfortably. So I usually teach them to have maybe six or seven people who said yes, they'll definitely come; and then out of that you'll usually have five or six people at your show.

214

S.P.: I was going to ask you, do you remember when you first began? Do you remember your first customer?

J.S.: My first customer (muttered) -- Well, I remember my first

COUNTER

## TRANSCRIPTION

J.S.: skin care class. It was kind of kind of a, kind of practice class. I did it with about six teenagers, and we were working with the teenagers at church. Tom was teaching a high school class. So I asked them all if they would really like to, you know, have facials and everything, and help me out and get me started. So they said, "Oh, yeah," they'd love to. You know, sixteen and seventeen year old girls love to play with make-up. So I did it on Sunday afternoon at the church, and we all got together. There were about six of them there. And I sold five dollars worth. I felt wonderful -- (both of us giggle) -- but it was lots of fun, and it really did me a lot of good 'cause it was real practice. The first time I actually did the show procedure, though, was on Tom. I made him sit down and have a facial, and put eye shadow and everything on him. (giggles)

S.P.: Oh, really?

J.S.: And he doesn't like me to tell that, 'cause he really looked kind of weird. (laughs) But I needed somebody to practice on, So I made him do it for me.

S.P.: I think that's sweet.

J.S.: Yeah, he's great, I mean he's really behind me a hundred per cent in my business, so --

232

S.P.: Is there any -- do you ever get worried at all? Are you ever, uh -- Does it ever bother you, going to people's homes? People that you don't know?

J.S.: No, not really. Tom and I have often talked. If, you know, if he were to take a move with the company in the future, it would probably be to Wilmington, Delaware which

COUNTER

TRANSCRIPTION

J.S.: is just outside of Philadelphia. I guess going to a large city like that, you know, we we've discussed it, but I don't know that I would be comfortable doing that. But somehow it just doesn't bother him in Bowling Green. I usually have an idea of where I'm going, and Tom always knows where I'm going 'cause I leave him the address and the phone number of where I'm gonna be. Knowing that somebody knows where I'm going kind of takes away that.

244 S.P.: How many -- How long have you been doing this?

J.S.: A little over three years. I just passed my third anniversary in September.

248 S.P.: How about -- Let's talk a little bit about Mary Kay and about actual -- the actual things that you sell and so on.

J.S.: O.K.

S.P.: Uhm, how about talking about Mary Kay's line of products. What are the various types of products they sell?

J.S.: O.K. We have about forty items in our line. Our main emphasis our Skin Care Program. That consists of a cleansing cream, mask, skin freshener, night cream, and a Day Radiance which is your foundation. And, that's my main emphasis, you know, is teaching people how to take good care of their skin, and the people that I consider my customers are those people who are on my Skin Care Program. We have about the highest loyalty rate to our Skin Care Program, so they tell me, you know, in their descriptions of them. I retain about eighty percent of my skin care customers, as loyal customers. So, if I can get them on the Skin Care Program, then that's whom my main customer base is. That's five products that we have. And of

COUNTER

TRANSCRIPTION

263

J.S.: course we have different changes, Day Radiance in different formulas, for the different skin types and everything.

: And then we have glamor items: eye shadows, lip colors, blushes, eye defining pencils and lip liner pencils, eye-brow pencils, mascara, eye liner, and all the various and sundry things. Then we also have a Body Care Program, a cleansing gel and buffing cream, lotions and sun screens, so we can take good care of the skin on our body. And hair care products. Then fragrances, we have five of the fragrances for the women and three for the men. We also have a whole Skin Care Program for the men. And it's the same thing as the women except instead of Day Radiance they wear a sunscreen in the daytime. Then we have a hand cream and a facial sunscreen, and then a hand lotion for the men. So that's about somewhere around forty products. Mary Kay keeps our line kind of small 'cause she wants us to become very knowledgeable about it. I have to carry around a big, thick catalogue to know about her products. Most of us keep inventory on hand. We do keep about forty items so you don't have to carry, like a warehouse whenever you store your inventory. So that's why she keeps it about that. So usually when she introduces something new, but then maybe about the six months, you know next six months she'll usually discontinue stuff.

285

S.P.: Are these products -- How are they priced? Are they a set price from Mary Kay?

J.S.: There's a suggested retail price, and of course, you know, because of, I guess, all the legal aspects of it, she can't make you sell them for that, but it is the suggested retail



COUNTER

TRANSCRIPTION

294

J.S.: price. But we have our own business, so if I choose to run a sale on it, then I can. And usually a couple of times a year I do have an "open house" and then maybe have ten per cent off on everything, or whatever. But most of the time I just sell at the suggested retail price.

S.P.: Do you have particular times of the year that are generally where you're selling more, like around the holidays?

J.S.: Holidays are an excellent time because Mary Kay has a specific Christmas line that we come out with: a cream bubble bath and perfumed touch-ons, perfumes, and powder mists, and gift sets which have purse size sprays and everything. and so she does have special things for Christmas gifts. So Christmas is a good time. However, usually for skin care classes, most of the time, personally, I do not hold that many in December because the . . . are too busy for Christmas. So usually, as far as skin care items and things things, I don't do that many shows in December, but yet you make up for it because of the Christmas selling season.

308

S.P.: Do you find your customers tend to be more in a certain age bracket -- the type --- Can you classify them in some way? Do you have a majority in a particular age?

J.S.: Not really. Probably, I guess, we tend to work with people more around our age. So I guess my main customers age would probably be between twenty-five and maybe thirty-five to forty. But I do have several customers, particularly I have about forty customers from where we -- from where I'm from, and they're almost all my mom's age 'cause that's the people I grew up knowing. My mom had several

COUNTER

TRANSCRIPTION

J.S.: skin care classes for me; 'course that's who she invited, so, but I do have probably pretty well a base, because I have several college students and maybe a few high school students. And then I have some women that are sixty-five, seventy years old. So I have pretty well a base.

S.P.: So what would be your youngest, the youngest customer you have? You know, about how old? Do you have any teenagers?

J.S.: A few. I guess probably my sister-in-law is probably the youngest. She's about fourteen. Yes, she's just getting into . . .

S.P.: And how about the oldest?

J.S.: I guess my grandmother would be one of the oldest. She's seventy-eight. So I think . . . about her. And I do have a couple of ladies that would probably be around, maybe around eighty.

336

S.P.: Why don't you describe a typical appointment. You've just gotten somebody's name. You've called them up. They've agreed for you to go and do a facial. Tell me what you do to get ready, and describe that whole procedure.

J.S.: O.K. Well, I clean my mirrors. I drop a little Windex in to clean out my mirrors, and everything, so there are no fingerprints on them, and repack my cases, make sure I have enough styrofoam trays and brushes and wash cloths, and everything that I need. Then I also repack my suitcase and my product case, which is variously a suitcase. It has all my products in it. And so I repack it, and make sure I have everything that I need exposed if they do decide to buy things. I typically carry about two or three

COUNTER

TRANSCRIPTION

354 J.S.: of everything in my line. So I check that and set it all next to the door, and Tom usually loads it for me. Then I get dressed. I put my make-up on and always try to make sure that it looks good since I'm going to teach them how to wear theirs. And then always we wear dresses. Mary Kay's philosophy is that we look much more professional, even though pants are pretty much accepted these days, she has asked us that we always wear a dress. And I've noticed that when I've dressed up in a business suit or something, you do command a lot more respect if you're just walking through the mall or whatever. And so I feel much better and more professional when I'm in a dress. So I'll make sure my hose are not run and all that and my appearance is good. Then I'll get my calendar out and check my directions and make sure I know where I'm going and everything. And I'll leave about, usually about forty minutes before the skin care class is scheduled. So like, if I have a seven o'clock appointment, depending on exactly where it is I'll probably leave here at six twenty, because I like to get there, like between six thirty and twenty till seven so that I can set up and have everything in place when the customers get there. And I talk to the hostess a little bit - we call it "hostess coaching" - and explain to her what I want her to do, so that we can have the best show that we can. For instance, I tell her if she has any positive comments, feel free to make them and to serve favorite refreshments if she chooses to have some, to keep them till after I've done my close and when I'm taking orders she can serve

376

COUNTER

TRANSCRIPTION

386

J.S.: them then. And I usually ask her who's coming that she thinks will be good doing what I do. And I ask her who's coming that she thinks would most like to have a show in the future so that I can help her make sure that she gets her two bookings, because her hostess credit, they get ten per cent if they just have a couple people in. Then they get at least a five per cent if one person books a show and another five percent if two do, so she can earn twenty per cent of anything that's sold. So like if there's a hundred dollars sold that night she'll get twenty dollars worth of products. So I always like to make sure that I try to get the two bookings for her, so that she makes sure she gets twenty per cent, 'cause it's a lot better to get twenty dollars than just ten dollars. So I explain all that to her and coach her in how that we can do that. Then I'll set up and have everything ready, and then I just wait, and when the customers get there, I tell them to have a seat and then I go through my opening and explain to them about Mary Kay. Then I'll explain the Skin Care Program, and everything. Then I'll just go on with my show. They all give themselves a facial. And then when we get finished I have about a page and a half of the close that I do. And then I close with them individually sitting on the couch, usually in the other room, away from everybody so that I can talk to them individually about their skin care needs so they can tell me if they're oily or dry or whatever, and also that if they're very intimidated like, "I just can't afford it." or whatever. We have several ways, like the hostess credit plan, and I can help them earn it.

403

COUNTER

TRANSCRIPTION

J.S.: And, you know, or we have layaway plans so that I can help her earn it. And I like to talk to them individually so that they don't have to be embarrassed about telling in front of everybody, "Hey, I just can't afford this." But I will do it off the hall or whatever, so I talk to them individually on the couch. And then I give them their products, and then I clean up and come home.

426

S.P.: That's interesting. When you do the individual person, is that similar?

J.S.: Uh huh, it's very similar. Basically it's the same thing, except I don't do "hostess coaching" because she might have her friends coming, so you don't have to do that. So I usually just leave, right, like if it's a seven o'clock facial --

(END OF SIDE 1)