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Interview with Janet Lee Barton-Stratton (FA 36)

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Interviewer: Sandra Jean Pomerantz

Address: 1334 State St., Apt. 2
Bowling Green, KY 42101

Interviewee: Janet Lee Barton-Stratton

Address: 3118 Huntmaster Dr.
Bowling Green, KY 42101
Date: November 1, 1985

Place of interview: 1334 State Street, Apt. 2, Bowling Green, Ky 42101

Other people present: none

Equipment used: Sears LXI Dual Cassette Tape Recorder, Realistic Microphone

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

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

Amount of tape used: (Side 1): 30 minutes (Side 2): 30 minutes

Brief description of interview context and tape contents:

Informant sells Mary Kay Cosmetics. In this interview, she explains in detail the Mary Kay marketing plan, local consultants' meetings, contests and promotions, and the annual Mary Kay seminar in Dallas.

INDEX	COUNTER	SUMMARY
marketing plan recruiting	015 to 019 to 038	<p>(Opening Announcement)</p> <p>S.P.: Sandra reviews what was covered in the previous interview with Janet.</p> <p>J.S.: I'll tell you about the Mary Kay "marketing plan". "God first, family second, career third" and Golden Rule - Mary Kay's philosophy. She gives us the privilege of getting new recruits. I'm very happy that I can choose who I want to work with. Many lack the self-confidence to believe they would make a good beauty consultant. I try to encourage them by sitting down with them and going over the marketing plan with them. I have them fill out a non-binding information sheet which gives me credit for contests, etc. Five reasons to do Mary Kay: (1) unlimited income (2) personal growth and fulfillment (3) make new friends (4) prizes and positive recognition (5) time flexibility.</p>
5 reasons	039 to 054	<p>We have six ways to make our money: (1) beauty shows - one-on-one or skin care class of up to six. 50% of everything sold. Instant cash; you can book extra shows if you need money right away. Shows take about three hours and averages about \$150. Average salary is \$10 to \$25 an hour.</p> <p>(2) reorder business: consumable product. Average \$150 per year per customer</p> <p>(3) dovetailing: selling a show to another consultant in an emergency or because of a change</p>
6 money-making methods	055 to 070	
beauty shows	071 to 078	
reorders	079 to 102	
dovetailing		

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INDEX	COUNTER	SUMMARY
recruiting	103 to 140	<p>J.S.: of plans. Customers become hers, hostess remains mine. I receive 15% of what is sold. We often overbook shows because of likely cancellations so if two shows are booked for the same night and not cancelled, we can do one and dovetail the other. This gives you 65% that night.</p> <p>(4) recruiting: advancement in company, percentage of recruits' orders. If I got you and three more recruits, I get 4% of your wholesale orders; once I have five recruits the percentage doubles. If the five place an order in the same month plus myself, 12%. More recruits, more orders, more earnings. Five distribution centers, not a multi-level marketing company. I would not make any money on a recruit's recruit unless I become a director. In this way we also are helping a new person become a consultant. For this we receive pink "love checks."</p>
awards and prizes	141 to 152	<p>(5) opportunity to win a car: team of at least five; \$3000 production from team, you do \$600; three months in a row; win the Oldsmobile Forenza. Free car helps cut expenses. I may win one in two months.</p>
directorship	153 to 163	<p>(6) directorship: management position requiring six months as consultant, \$7200 production over past six to eight months, fifteen personal recruits. Three month qualification period. Average income \$30,000 per year. 80% drive a Regal, Forenza, or Cadillac. They make between 9% and 13% on their unit.</p>
		<p>S.P: Asks Janet about pressure on directors to keep earned cars.</p>
awards and prizes car qualification	168 to 193	<p>J.S.: Forenza on a month to month basis; have to keep up production, but month car delivered is a grace period to use toward a future month where sales fall short. Have to constantly recruit to keep the car because there is a turnover in recruits. Learn how to manage recruiting and work. Once you've met six months production requirements car is yours for two years. Need to requalify by then so as not to lose it. A six month period of sales quota. If you put your mind to it you won't have any problem.</p>
Mary Kay policy	196 to 207	<p>No quotas for remaining in company. Have to order once every three months at least \$180 wholesale, \$300 retail, because you make 40% at that level. That's only \$100 retail per month you sell. This keeps you active. We can sell and recruit anywhere in the U.S. Lots of tax benefits which I leave up to my C.P.A. It's beneficial to people in a high income bracket. Legitimate deductions. In Kentucky, deduction is 89.25. When we stock inventory we may invest more, or you could start with no inventory and put earnings back into building up</p>
tax benefits	208 to 218	

INDEX	COUNTER	SUMMARY
buy back plan	219 to 231	<p>inventory. A lot of us take out loans and repay from profit.</p> <p>There is a "buy back plan" wherein if you decide to leave the business, the company will buy back your inventory stock for 90% of what you paid. She [Mary Kay] has a promotion where if you do start with \$600 inventory she includes the cases worth \$100, so if you just hold a couple of shows you come out ahead. She takes out most of the risks. I don't think most women like to take risks. Mary Kay knows women pretty well. Basically that's the marketing plan.</p>
new recruits training	232 to 238	<p>While they wait for their beauty cases to arrive, new recruits watch three other people do a show. They watch people who have done it a while. It helps them see that noone's show is exactly the same. They attend a training class and start book-in shows.</p>
Mary Kay policy	243 to 270	<p>Beauty consultant agrees to five things when she starts: we can't sell retail; we can't display product in a retail environment; can't split up basic Skin Care Program. You could be asked to resign for a violation. I'm not personally aware of anyone asked to leave because of abrasive personality or mishandling money. Could happen, but only after many chances.</p>
Mary Kay (the woman)	274 to 296	<p>I don't look at Mary Kay as a cult figure. When she's asked what will happen to the company when she dies she hopes it will go on without her. She's humble. When I met her she praised my awards and made me feel special. Her warmth makes her a good mother figure, the mother of our business. Everyone who crosses the stage at "seminar" for awards and can speak over the mike, thank her for starting the company. We all feel grateful for her taking a chance. They are now in the process of buying back all the company's stock on the market and returning to being privately owned. Her son is president. There is a family trust with all her grandchildren. They are borrowing against their own stock and by the end of the year it should be a private company. Stock was dropping and this looked bad. Richard [Mary Kay's son] was spending all his time with stocks and stockholders, and he would rather develop new programs and helping the consultants. It's this commitment to the company that creates so much respect for them.</p>
Mary Kay (the company) stock	297 to 322	<p>S.P.: Sandra mentions an article on Mary Kay stock dropping because of a rumor of a relative involved with drugs.</p> <p>J.S.: There are many speculations as to why stock</p>
stock		

INDEX	COUNTER	SUMMARY
		J.S.: dropped
local meetings	225 to 429	Our local meeting are fun and motivating. I love my Monday night meetings. We gather in a meeting room or someone's home. Our "adopted" director Karen Prichit holds the Bowling Green meetings. There are usually ten to twenty consultants. We open our meetings by singing "Mary Kay Enthusiasm." There are about five verses. That gets us smiling. Karen welcomes guests, makes announcements about company activities and promotions. Then we have "crow time." We stand up and brag about personal or business achievements of the past week. It makes you feel good to get all the clapping and little awards. Everybody introduces themselves and tells why we came into the company, etc. She then gives out awards to the Queen of Sales - a little bumblebee pin with emerald eyes. If you get it four weeks in a row you may keep it. I'm working on my third week. She has to be flexible with prizes because many of us have received some already. The best she gave me was two weeks ago, a fresh pineapple from har trip to Hawaii. She awards a ribbon for the highest show of the week. Whoever had the most telephone sales in reorders. Lots of prizes. A ribbon for a show over \$150, week over \$300. All the recognition is great. It motivates me. She'll announce ongoing contests, shows a film to help recruit from guests. I don't feel in competition with the others. We're happy for each other. Films include "Mary Kay on 60 Minutes", a P.M. Magazine program, and one made by Mary Kay. I don't mind seeing them again.
songs		
crow time		
awards and prizes		
recruiting		
		(END SIDE ONE)