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003

(Opening announcement, Tape 1, Side 2)

S.P.: You were saying that when you do an individual --

J.S.: I usually leave about -- and get there about five till.

'Course I don't do "hostess coaching" or anything on that one particular instance, because it's only the one person, and so she's not getting hostess credit or anything. I like facials 'cause they're fun. You'll be more relaxed, and you usually get to know the person better 'cause they're interacting with you more than they are at a show. They really don't take that much time, and you'll usually be done in forty-five minutes to an hour. Then I just basically at the end, I'll close a little bit, I'll still do my close, but also I don't close like say what's going on the couch or anything. I'll just clean up, just sit down and ask her how her face feels and if she's decided which set she'd like.

0122

S.P.: I noticed when I -- when you came and worked with me, you had a, have a book that you used and you have a stand for it and actually use that with the customer.

J.S.: That's my "flip chart" and it's everything that you need to say is in that book. And that's really reassuring for a brand new beauty consultant because they'll watch me, and of course I'm not reading the book because after three years I know it by heart. It's quite intimidating for them to think, "Well, do I have to memorize this hour's worth of spiel, you know. But really, it's very good because everything you need to say is in that book, and if you need to you can just read it straight down the list because that way

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J.S.: they can read along with you. So it really makes life a lot easier . . . 'cause it keeps you on track. And as you learn what you're doing you can flip the page and make sure that you're staying on schedule. If I didn't have that it'd probably take me three hours just to get through it 'cause I'd be jumping from one thing to another.

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S.P.: I noticed that you tend to do most of the things for the customer. I noticed that you go and get the wash cloth, and you go to the kitchen or the bath, and so that person gets to sit there and gets royal treatment.

J.S.: (laughs) That's what I like. I like to try and make that person feel special and to give them a little bit of special treatment, and anything except actually applying the cosmetics to the face I want to do. I take everything so the hostess doesn't have to do anything. All you need when a hostess has a show is a kitchen table and some water and if she chooses to have refreshments then that's fine, but she doesn't have to. I like to try and make it just as easy you can, because I am doing them a service because they're getting a facial, but they're also doing me a service also, so I want to make it as easy as is possible for them.

033

S.P.: Have you had a really, real interesting customer -- have you ever gotten to a place -- I know when you came to mine I had to clear off the, (Janet laughs) shove everything -- have you had some interesting things when you've gone to people's houses about them -- the condition that the place was in, and that kind of thing?

J.S.: Yeah, I mean a lot of times when I get there, there're

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J.S.: just things: from supper, and they'll have to clear off the dishes off the table or, so I'm setting up as soon as they get a clear spot, I'm trying to set something up. You go to a lot of places where you find you have to step over everything, especially when they have kids. Especially with me having Betsy I understand how you've got to have toys all over the place. But, you know, you have to walk over all of that, and a lot of times you have to walk over the kids. (laughs) or around. Probably the most interesting sale I've ever had was very frustrating also. It was almost to Mammoth Cave. It was about a forty-five minute drive from here, and the lady asked me if I'd come that far, and I said, "Sure," 'cause she was looking for another show. I always hate to say, "No, I won't." because that's not fair to the hostess to turn down a booking. So I said, yes, I would come. And so, the lady didn't have a phone, so I had to call the former hostess and get the directions to her house. And she said, "I know everything except the name of the grocery store where you're supposed to turn, so I'll have this lady, her mother call you and tell you the name of the store." I said, "O.K., great!" So the lady did call. She told me, you know, gave me the same directions again. So I said the only thing that Joan didn't know was where to turn. And she said, "Well, you turn at this grocery store." And she told me the name of it. so that morning I got up, and, of course, it was a ten o'clock show, so I had to leave really early 'cause I wanted to be there at nine thirty, so I left about eight fifteen to give myself plenty of time. So I took off, and I'd never even been at the road where I was going so I was kind of nervous

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J.S.: about it. So I found everything fine. So I go to this little community, and there were several different grocery stores all along the highway. So I got to this one where she told me to turn, except she had told me it would be on the right side of the road, but it was on the left. I thought, "Well, maybe I just wrote it down wrong." So I went ahead and turned, but there were two or three other things that weren't right at the house where she told me it wasn't there, and everything, so I stopped and asked this one person if they knew where they lived, and she said, "No." So I asked another, and they said, "No." So I thought maybe I was supposed to turn the other way, so I went and turned left, and went out there, and I got out at this house where there was this huge dog barking, and the lady hollered out, and I asked if she knew where she lived, no, she'd never heard of the girl. So that was both sides of the street, at this grocery store where I was supposed to turn, so I thought, "Now, what am I going to do." Well, as I said, this lady didn't have a phone so I couldn't stop and call her to ask her for directions. And I hadn't brought the mother's phone number either. So I had to stop and call and it was long distance, and fortunately Tom was home, so I had to tell him to find this little piece of paper with this phone number on it. So he dug through my desk and I was on hold on a collect call in the middle of the day and I was going, "Hurry, hurry, hurry," Well, he finally found the phone number, and so I called, and the lady's mother wasn't there, but her dad was there and said, "She told you the wrong grocery store. You turn at this other grocery store." So I said, "O.K." So I went up

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	<p>J.S.: and I found it, and everything was cool, you know, so then I found the house. Well, she didn't have a driveway or anything, so I had to park across the street in this gravel lot of this grocery store. So I got out all of my things, I had about four or five bags that I carried in. So I was getting everything out. It was raining; it was pouring down the rain, and it was just a really dreary day, and I was already tired. I hadn't even started. I got everything out, and one of the handles on my bag broke and it fell right in the middle of this big mud hole. (we both chuckle) So while I was trying to catch it everything else fell out, so I ended up having three bags that fell in the middle of this big mud hole. And so there I was trying to clean it off, and I put it back up in the car seat, and it got filthy, and there was just mud all over the car. So I was trying to wipe it off. I had a couple Kleenexes, you know, to try to get this off. And the ladies -- I was already almost late. I usually get there about 9:30 and this is about ten to ten. So all the ladies were already there. She had eight ladies, and I walked, came walking across the yard through this mud in high heels. My heels kept getting stuck, so I had mud all over my shoes. I got in the house, and the lady's mother met me at the door with my mud all over my cases and she said, "I just want you to know we're not going to buy a thing." And I said, "That's fine, you know, (I laugh) we're here to have a facial. And she said, "<u>We don't wear any make-up!</u>" And I said, "Well that's fine, too. I teach skin care, and we all have skin." And she said, "Well, that's true." So then, I walked on in, and, oh, to beat it all, I had a real bad cold, and I really didn't know</p>

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J.S.: if my voice was going to hold out. You know, it gets real scratchy, and you're kind of hoarse, and I thought, "I really don't know if I'm even going to be able to get through this show." So I set my things down, and I said, "Can I have a towel, 'cause I don't want to get mud all over you house." And she said, "O.K.." So we set everything down. So I proceeded to start setting everything up. Well, the ladies walked on into the room, and there was, as I said, about eight ladies there, and they were everyone smoking, and they'd been there about a half hour, so you couldn't even hardly see through the room, the smoke was so thick. She had this small dining room table, and so I said, "Now, I have six mirrors so six of you ladies can do the facial." And so they all started saying, "Well, I don't want to do it; I don't want to do it; I don't want to do it." So of course if I . . . (garbled phrase) then why did y'all come if you didn't want to do this? (laughs) So I was setting everything up, trying to really be cool. So I set them six mirrors up, and I said, "Well, come on now; she needs you to do this so she can get her hostess credits. So you all, at least six of you do this." And so they said, "Well, O.K., I will." And I think I finally got about five of them to sit down. Well, then she didn't even have enough chairs, so she had a clothes hamper in the bathroom she brought out, and one lady sat on that. And one lady sat on one of those little tater bins, you know them little wooden bins that you keep for you taters and onions it says on it. And so she put that out and one of them sat on that. So I know they were really comfortable. So the whole time they kept yakking and talking,

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J.S.: and I really did not have control of the show, starting. So it was very, very frustrating, and I had this cold, so I couldn't talk very loud. And they were smoking which was choking me to death with this cold especially, so all I wanted to do was get out of there. So normally, you try to just as quick a show as you can, especially in this situation, but they kept interrupting and dragging it out. And it took me about two and a half hours to just get through the facial part with these ladies. So then I was really worn out, but I said, "O.K. I'd like to talk to each of you individually." What I really wanted to say was, "O.K. I'm going to pack up and go home." (laughs) But I said, "I want to talk to each of you individually." And so I did, and all the ladies said, "I can't afford it." So of course, I'd say, "Well, I'd like to help you earn it then, if you'd really like to have it." And they said, "Yeah, I'd really like to have it." So I booked shows with three of those ladies. . . back up forty-five minutes away to do these shows. And so, the lady only sold, I don't know, I think there was about twenty dollars or something, that was sold that day. So the lady got hostess credit and everything, and I let her put her lay -- her hostess put her basic on layaway. And just to finally show how it came out, I never held those three shows. They all postponed and postponed and postponed. Then the one lady put her basic on layaway. And so she paid me eleven dollars, and I never saw the rest of it, but fortunately I still have the products, so I figure, she got hostess credit on three shows that I never had, and I have her eleven dollars that she never even wanted back. I tried to work with her on it, and

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127	<p>J.S.: everything, and she never even contacted me again. So I figure we're even, so (laughs) -- But that's my worst experience that I've ever had. But most of the time there're very pleasant people to work with. Really in three years, that's the only show that I can say I wish I'd never done. (laughs)</p> <p>S.P.: My goodness! Well, how are the people when you go to their houses? Is it interesting, the way they're dressed, for instance?</p> <p>J.S.: Uh, yeah, most of them are usually dressed very casually because I tell them I want them to just be very comfortable. In the summertime, a lot of times, they'll be sitting around in their shorts and cutoffs and everything. Most of the time they're in blue jeans or slacks or something, but I've never really gotten anybody who's been really far out -- (I laugh) -- they're usually very comfortable. That's the way I want them to be.</p>
133	<p>S.P.: Have you ever had children interrupting while you're --</p> <p>J.S.: Yeah, one show I did, I had four ladies and nine kids. That was really pretty wild, too. When there's children like that it usually takes you a while to do the show because you have interruptions. Even just last week I did a facial with two ladies and they each had a three year old. Then there was a four month old baby. The kids were going to play outside and everything, and they had already spent the night together, the two kids had, so they were already getting kind of tired of each other. So they didn't play too well together and they kept hollering. One would cry and then the other one would be alright. Then one would stop and then the other one would start crying, and they woke the baby up. Then the baby had to</p>



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J.S.: sit in the mom's lap. So, you know, there's all kinds of things. You just learn how to kind of "roll with the flow," and make sure with everything you keep a good attitude. As long as you have the right attitude, you can. . . .(garbled phrase).

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S.P.: Before, you used a term, "hostess coaching." Are there other terms that are specifically invented or used by Mary Kay people, particularly specialized vocabulary?

J.S.: Well I don't really -- I'm sure that probably some of the other direct selling companies probably use the same or quite a bit like it, but, uh, "booking", because you book from your shows, but I was in a class at seminar in Dallas in July, and one of the girls, her class was on "booking". She said, "I really think that you should call it "scheduling appointments," she said, "Who wants to be booked?" She said, "That's like going downtown and being booked when you're arrested." (both laugh) She said, "That's not really a very flattering term." So, I do try to call it "scheduling appointments." "Course our "hostess credit" and we have our "interviews" which is when you try and recruit someone, and you show them the "marketing plan". So we call those "interviews." Basically I think that's probably the main --

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S.P.: Aren't there things that -- that you use, special vocabulary when you're dealing with a person and showing them how to do the skin care and that kind of thing? Are there particular terms?

J.S.: Yeah, I'm sure there's phrases that I've picked up over time. I can't really pick any out right now, but I'm sure there are. Because after, three years, as I said, it's gotten so I use the

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J.S.: same words over and over and over again.

S.P.: Have you acquired some skill at judging customers? You know, being able to tell sometimes by their -- the sound of their voice or some body language, or something, whether this person is going to be a good person to sell to, or whether you're probably not going to get anywhere?

J.S.: I usually try not to prejudge, because I feel like in Mary Kay we really, really want to keep a very positive attitude, and we try to really keep everything very positive, and everything. Matter of fact, I don't tell my negative story there very often, that I just told because we really do try to only talk very positively.. So we try not to prejudge people. even in offering the career, when you're talking to people about becoming a beauty consultant, there are people that strike you as, "Yes, this person is the 'beauty consultant type'", and then there's people that you think, "Well, no," that "probably, she wouldn't." be a 'beauty consultant type', but yet you try not to prejudge, because particularly in that instance, I feel like everybody deserves the opportunity to hear the marketing plan and then make the decision for themselves, because Mary Kay can really change your life. And just because they may not be the "beauty consultant type" today, doesn't mean that with three months of training and experience that they might not develop into the "beauty consultant type" and it would really change their life. And so in the same way I try not to prejudge because I feel like if I go into a situation thinking, "Well, this person's not going to buy anything," I usually turn out to be right. I don't know if that's because I prejudged correctly or if because my

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190	<p>J.S.: attitude going in to that situation probably maybe caused her not to buy.. You know what I'm saying?</p> <p>S.P.: Umm.hmm.</p> <p>J.S.: So, I try very hard to go in with a very positive attitude, of saying, "It doesn't really matter one way or the other. And I really do feel that way. I do this -- give them a service. I much prefer that they do buy, but if they don't want a product, I don't want to push it on them either. So I try to go in as giving them a service and showing them my products and giving them a facial, and hopefully make them feel a little better about themselves, because maybe they'll look a little better on the outside. Then if they do want the products so that they can look that way all the time then that, as I said before, that's my job, to help them get it. But I feel like probably through the course of the facial, I have developed a, probably an ability to tell if I've got 'em or if I don't, you know, if they're with me or if I've lost them. Usually by the time I've finished with the Skin Care Program, I stop and do a little thing, "Now after we've just finished the five-step Skin Care Program, and that's my main reason for being a beauty consultant, is to teach people how to take good care of their skin. I'm going to go on and do a little bit of glamor. That's kind of the icing on the cake. If your skin's not well cared for then all the glamor in the world won't make us as we are if our skin's well cared for." So when I get to that point I basically do a trial close on the basic, and I can usually tell at that point if they're going to -- which of the people -- if they're going to buy a "basic" or which are not. Then I go on and do the glamor. I really don't</p>

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216	<p>J.S.: Think that much about the glamor. I can usually tell after they're finished. I ask them if they like the look, and they'll make comments, and then I'll know whether or not what is done. Usually when I'll be finished with the Skin Care Program, I can tell whether I've gone and looked good or not.</p> <p>S.P.: What percentage do you, say offhand, of the people that you do either individually or in a show, well let's start with individually, when you do individual appointments -- What percentage, after you're completely done, buy absolutely nothing?</p> <p>J.S.: Almost, probably on a one-on-one basis, my personal facial average is fifty-five dollars.</p> <p>S.P.: That is marvelous!</p> <p>J.S.: And the reason I know these is that I just set my yearly goals about a month ago, and I went back over the last eight months and figured, every time I give this person a facial,, one-on-one, how much does the person buy? My facial average is \$55; my show average is about \$130, and that means there's at least three people there. And then I do gross about \$130, however, over the last two months my show average, I know, would be much greater because I've had several \$250 shows. So I'm sure my show average is probably a little higher. But every two months it was \$130. My reorder business, on the average, if people call me up, or me calling them -- So on the average, I sell about \$65 a week to the usual customers</p>
236	<p>S.P.: How about comparing for me the approximate earnings you made the first year you started, and then the next year, and then this past year. How has this --</p>

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J.S.: Well, it'd be really hard for me to do that. I have always done extremely well when I've worked, but I have not been consistent over the last three years at putting a lot of time into my business. Uhm, I had surgery not too long after I started. You know, I was on a reoll, and then I had to have surgery. And then I was-- I was rolling again, you know, and it takes you a while. When you have an interruption in you business, it takes you probably at least a month to get your bookings going again, because--as I said before--you book from your shows, and so if you have to start all over again, it takes you a while to build up to two or three shows a week again. And so, uhm, I was going real well, and then I had my sugery, then I was going real well again, and we moved. And so then, the day we moved here, I found out I was pregnant, and so I did real well for about the first, oh, say six or seven months that I lived here. Then my blood pressure went up, and the doctor made me stop until after I had the baby. Then I had a c-section, so they made me wait several weeks before I went back to work. And then--so, I was really, you know, going again, and Betsy had her surgery. So really, you know, it's been very hard, because, you know, I've had several different interruptions, but when I've worked, I've always done extremely well. I've had, like, for instance, four one thousand dollar weeks, and those are very--you know, something to be very proud of, that I'm very proud of. Not everybody has even ever had one, and I've had four. And then ten showings, and that's--Mary

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J.S.: Kay sends you a certificate for doing a ten show week, because that's also very difficult to do. So I've done a lot of things I've been really proud of, but as far as comparing my earnings it's really very difficult to do because I've not put the same amount of time into it.

S.P.: How do you use your earnings? Do you get to--do you have an arrangement that you've made with your husband? Does it go into your general--for both of you, or do you get to use it only for things for yourself, or what?

J.S.: At this point, when we bought the house in February, I committed to him that about \$300 to \$400 a month would go in to the budget. So, anything over and above that then I get to spend. So that's pretty much the way we worked it out. (both laugh)

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S.P.: When you go to these various people, how much have they heard of Mary Kay? How well advertised do you feel Mary Kay has been? Do most of them have--are most of them already aware, and what do they tell you they've heard?

J.S.: O.K. I would say most of the people have heard of Mary Kay Cosmetics. I really don't find, you know, just very, very few that have never heard of Mary Kay. We are twenty-two years old. Until about three years ago they didn't do any national advertising, and about two years ago, they started a major advertising campaign. We advertised quite a bit at nighttime on major shows. We do a lot now; they really don't run that many T.V. ads now. Mainly we have some in magazines, you know, a one-page ad. But mainly, it's really phenomenal, and I can't remember the exact figure, but I think there was something like 75,000 articles written about Mary Kay last.

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J.S.: year alone.

S.P.: Wow!

J.S.: And so, Mary Kay really doesn't have to advertise because that's all free advertisement with so many articles being written about us. And, you know, some things like, you know, . . . the Wall Street Journal has had some things in it, and then in June, Savvy Magazine had her on the front page--on the front cover. It was really kind of cute 'cause they had her with a pink Cadillac and it said, "So you think pink Cadillacs are tacky? What color was the car your company gave you?" And so, that's kind of her little phrase about the pink Cadillacs, and they have also even reprinted this article for us to have in recruiting 'cause it was an excellent article. So they're just all the time different things being written about us, and she's on T.V. usually several times a year. She was on "Good Morning America" when her Mary Kay . . . (garbled) book came out. And, like, just this past week, "Channel 4 Magazine" had a girl on from Mary Kay, that was doc--she's our product manager, so she was talking about the company. And so, we really get a lot of exposure, mainly just because of the marketing plan, how unique it is. You know, I've been told that Harvard Business School uses Mary Kay's marketing plan in part of their classes and things like that. It is a very unique marketing plan, so it gets a lot of attention, in and of itself, plus our products . . . (garbled)

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S.P.: How do they keep you informed--like how do you find out about all these various--things that happen?

J.S.: O.K.: We have a weekly sales meeting, and they usually last about an hour and a half to two hours. The director, which

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J.S.: is the managing position in Mary Kay, will usually hold that meeting if there is one, and if not, you just somebody, maybe whoever's the highest of the consultants will do it, but we have a director in Franklin, and so she conducts meetings here in Bowling Green. They send--the company sends director's memos weekly to them, and they pass on bits of information to them, and then they pass them on to us. Then also the company sends every consultant a magazine called Applause once a month, and in that--it's just full of ideas in how to help our business and how to position things, and like they just . . . had a whole article on doing Christmas things with our Christmas line, like Christmas open houses and gift sale and things like that. Then also it's a magazine that's used for recognition, because there's a whole center section of your names listed when you've made so much on your recruiting check. And so they print your checks and everything, and when you reach certain levels with the company you get your name in there, and everything, for things that you do, so it's also a--it's an informative magazine, but it's also a recognition. . . . So that's how we as consultants get our information mainly from that on a monthly basis. So if you were a consultant out in, I don't know, Fargo, North Dakota, or wherever you really didn't have a director around, you would still be informed in what's going on with the company. But the director does it on a weekly basis at our meetings so it keeps you more current by hearing it weekly.

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S.P.: Uh, about how many Mary Kay people are here in the Bowling Green area?

J.S.: Well, it's hard to say because so many Mary Kay consultants,



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	<p>J.S.: because it's your own business, there are a lot who do very little with it; they really just do a reorder business with their business. I would say approximately , maybe thirty-five to forty consultants, you know, who are people who'll say, "Yes I'm a Mary Kay consultant." But out of that we usually have about fifteen that consistently come to the meetings, and usually the ones that are attending the meetings are doing a good business. So I would say there's only about fifteen people who are consistently working the business.. And that's why we really need, you know, consultants in this area. The company forecasts, or whatever, says that in order for us to reach the market we eventually need to have one director, which is the management position, for every branch bank that a town has, and we don't even have a director in Bowling Green. So we really do need people.</p>
374	<p>S.P.: That's interesting. Uhm, you talked before about your goals. You said you have certain goals. Is that something that the company encourages you to do or something personal?</p>
	<p>J.S.: Uh, no, the company really encourages you to set your goals, and I think there's only about three percent of the market that, of the average people, who set goals. (taping stopped while Janet answers the phone) And so out of that, like three per cent, those are the people who are really doing things with their life, because people who really don't have goals, don't know where they're going and so they're not going to get really far. So Mary Kay really, very strongly encourages us to set goals. We have different classes and things that are taught on how to set your goals and what your goals should consist of, and basically just dreaming and helping you set</p>

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393	<p>J.S.: your goals. Personally have some probably fairly large goals, and then I have some small goals that I work on from day to day. My big, long-range goal is to eventually become a national sales director with Mary Kay which is as high as you can go with the company. Average national sales director-- well I don't know what the average makes, but there are several of them that make over \$300,000 a year. So I would really like to be at that position someday, probably looking, you know, maybe ten, fifteen years down the road for me to do that. But that's what Tom wants, too, 'cause he hopes to be able to retire someday, and most of the national's husbands are retired. Usually they retire very early, you know, thirty-eight to forty years old, something like that. So our goal personally with Tom and I, is to have him retiring by the time he's forty.</p>
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406	<p>S.P.: And then are you supposed to be working as this \$300,000 a year person, so the husband gets to retire--</p>
414	<p>J.S.: --Right. (laughing) Well most of the time the husband takes over the financial part of the business, you know, and runs the money end of the wife's business, and so it really becomes a pretty much full-time job with him, plus they travel quite a bit and so they travel around together. And so that's lots of fun. So we hope, you know,--Tom really loves his job, but as a sales rep he really feels like he may get bored driving sixty thousand mile a year and doing all the things that he does now, and so he hopes to maybe retire at forty. He would love to go into public speaking himself, so he could maybe forsee having his own business as a public speaker or something like that. So that's my biggest long-range goal.</p>
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J.S.: To get there I'll have to have several small goals or smaller goals. I want to go--to become a director. My goal is to do that by June of '86. The reason I want to do that is because that's my ten-year class reunion, and so I want to go back and--  
  
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