

INDEX	COUNTER	SUMMARY
local meetings motivation	003 to 012	<p>(Opening Announcement)</p> <p>J.S.: The director takes any interested guests to the other room to talk about the marketing plan while one of the consultants does some training. Then most of us adjourn to Shoney's where we sit and yak and get to know each other. I really enjoy all of this and get motivation.</p>
contests and promo- tions	013 to 056	<p>We have company sponsored and local level contests. Current recruiting contest sponsored by the company. Two months ending November 24, called "Team Up." Recruit one person - \$100 Christmas items free. Recruit two and receive in addition his and her matching sweaters with Mary Kay on them. Three - 35 mm camera. Four - mini-T.V. I'm going for that. Recruit five - win a diamond and ruby ring. Challenges directors with goal for recruits in unit and for the state. At Management Conference in February all meeting goals receive special recognition. I'm captain of one of two teams. Two points each time you show marketing plan; I'm going to have you fill out the form so I can get two points for this. The team that wins will be served supper on fancy dishes by the losers who will eat from paper plates.</p>
recruiting		
sales		
awards and prizes		<p>Monthly Mary Kay sales contest. \$600 credit per recruit. \$1200 in sales - prize is silver centerpiece or candelabra. \$1800 - silver serving dish or crystal glasses. Prizes include things for the house or jewelry, I've won a brass lamp, cordless telephone, clock radio, leather purse, jewelry. Prizes vary because not everyone motivated by same items. There is always a contest going on. It was quarterly, but now it's monthly. Easier goal.</p>
directorship	057 to 076	<p>I have both a director in Macon, Georgia and an "adopted director" in Bowling Green. This is a unique system of Mary Kay. Set up to motivate consultant with no local director in town or area. Adopted by a director nearby and treated like her other recruits. She doesn't make anything off of me. I can participate in contests run by both. She'll offer a nice incentive especially if she's working on her car.</p>
contests and promo- tions	077 to 088	<p>Karen's current local contest - if you sold \$1000 retail this month you could choose a cloisonné choker; 10 shows - cloisonné bracelet; number of facials - cloisonné locket. "Let's Make a Deal". New recruit - sunglasses or mink key chain. Month before, prizes varying on how many people you showed the marketing plan. Top prize for ten - a Mary Kay coffee mug. Month before on facials. I won silk beads. Constantly marking a worksheet with your progress in contests. This helps in goal-setting. Breaking goals down in this way</p>
awards and prizes		
goal-setting	089 to 096	

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goal-setting		J.S.: keeps you going. Then while you're selling \$1000 retail you're ordering from the company and winning contests. Small goals help you win small prizes, small prizes help you meet big goals and big prizes.
contests and promotions hostess awards and prizes	097 to 120	We offer our hostesses contests to work for. Our last included a maribou jacket for highest sales in six weeks. Girl who won had an \$850 show. Second prize - \$25 gift certificate at Trotter's Restaurant. Third - fourteen carat gold necklace. We try to have more than one winner. Mary Kay concept. If you reach a certain level then we all win. Present hostess contest - person has two people at her show, minimum of \$100 sales, then name goes into drawing for \$100 bill awarded December 17. Name entered for each \$100 she has in sales.
customers	121 to 155	I usually have special contests. If they book a show they get 40% off one item because I lost 40 pounds. If a show is held as scheduled they can buy my brush set for \$10 instead of \$35. Incentives are added to hostess credit. I offer special things to customers. I had a \$1000 day last week. Those who called me for an order received a special gift. Twenty called; I had a \$616 week. I didn't have a \$1000 day but I had over \$500 in one day. I sent 70 letters. I'll try it again. I've had four \$1000 weeks and \$1200 for two days. I'm planning a Christmas open house with a "secret sale"; when they buy something they will draw a piece of paper with a discount. I'll also draw a name from all who made a purchase and she will get hers free. This will get them to come and see my things. I make it worth their time to support me. I'll also give them a gift for coming and for bringing a friend. Without them I wouldn't have a business.
sales		
promotional ideas	156 to 166	We share promotional ideas with each other. Ideas in weekly director's memo. \$1000 day came from this memo, \$100 bill idea. Most have worked for me.
customers profile	168 to 180	I knew when to send you a birthday card from the profile each new customer fills out for me. I also know other family birthdays, anniversary, etc. They write down favorite cologne. I try to get birthday card out on time offering 10% off an item that month. People appreciate your remembering so I keep a file.
seminar	185 to 428	Seminar is a combination of Academy Awards and a Broadway musical. Motivational, classes all in one. Mary Kay spends a fortune. Four different ones held at Dallas Convention Center in order to

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seminar expenses	200 to 204	<p>J.S.: accomodate all who want to go. We are in divisions and pay our own way for the three days. I've been twice. I had to skip when I had my baby by C-section two weeks before. It costs between \$300 and \$500 depending on whether you fly or drive. I'm amazed that 32,000 women pay their way every year, but once you attend you want to return.</p>
tours	208 to 214	<p>You get there the night before. The Mary Kay offices and plants are open for tours. Everything about making the products is explained by guides and signs. That night at unit meetings, directors give awards for Queen of Recruiting and Queen of Sales for the seminar year, July to June. Sometimes units combine for this. It's a nice production and you're up till two or three yakking with roommates.</p>
unit meetings	215 to 225	<p>The next morning means four women trying to get ready to leave at seven. You went to bed at two and you have to get up about five. The hotel is not the convention site. There is bus service. They serve you breakfast. Seminar costs \$95 - includes two breakfasts, two lunches and everything else. They serve 8000 women in forty-five minutes. In convention center, main floor reserved for the top directors. Rest sit in rafters. Music plays to a countdown to Mary Kay's arrival. Lights dim, dancers appear to a theme. Mary Kay makes an unusual entrance. There is an opening, cadillac keys are awarded.</p>
expenses	243 to 277	<p>S.P.: Sandra asks about any prayers during the weekend, having read how devout Mary Kay is supposed to be.</p>
prayer		<p>J.S.: I think there is at least one before everything starts.</p>
awards and prizes	291 to 318	<p>Then various recognition events last till noon. Break for lunch followed by general assembly. Top director does skin care on stage to give tips. Netta Jackson tells about any new products. That night is national get-together including dinner. Area awards; national director names court. Requires \$8000 wholesale and eight recruits. She crowns queen. Each category wins a diamond ring. Mine is only thirty-five, youngest; husband retired at thirty-seven; they moved to Tampa, Florida with two daughters. Makes \$150,000 to \$200,000 per year. Down-to-earth person. Friday - classes all day. Attend six. Examples: Booking, Hostess coaching, How to Sell Christmas Items, Recruiting, How to Be a V.I.P. Fifty minutes each. Red Jacket Class and Team Leaders. Mary Kay attends V.I.P Class; then has luncheon and Directors luncheon.</p>
national's meetings	291 to 318	
awards and prizes		
classes	219 to 336	

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seminar awards and prizes	344 to 428	<p>J. S.: Whichever you attend, there's always another to work for.</p> <p>Friday night is big awards night. Queen's Court of Recruiting. Have to have recruited twenty-four people in seminar year. Each gets a bee. Runners-up get diamond rings, fur coats. Queen gets large diamond ring, husband's ring and mink stroller, tiara, roses. I got to watch our divisional director get crowned on video tape last week. Countdown of top ten nationals and top ten trip. Last year a Mediterranean cruise, Hong Kong the year before. Mary Kay goes with. Others get to choose jewels or mink coats. Four divisions in separate seminars - ruby, emerald, diamond or sapphire. One day I want to win full-length white mink coat. Some have sold a million dollars.</p> <p>Director's Queen of Personal Sales is about eighty-three. She said she doesn't drive any more. Director next to me said she could hardly walk any more. Queen four times. Inspiring story.</p> <p>(END OF SIDE TWO)</p>