

INDEX	COUNTER	SUMMARY
<p>customers -profile -record-keeping</p>	<p>002 to 080</p>	<p>(Tape 5, Side 2, Opening Announcement)</p> <p>I know exactly what customers need when they call. I keep the profiles stacked in a desk drawer. Also keep 5 x 8 cards, record of calls and significant information about what products used and when they may need replacement. Notes about whether we discussed Mary Kay careet, booking a show, objections, pregnancy due date, children's names. Personal items for establishing rapport, being a friend. Attached to back of profile. Filed by name. Alphabetical order. Skin care customers first. Birthday file. Get from profile. Keep on small index cards filed by month. Send out birthday discount cards at first of each month. Also anniversaries but to lesser extent. At Christmas open house, I may note woman's interest and call husband with a suggestion for present. After show, I have written sales ticket on new customers with name, address, and items purchased. Mark "P" when record on profile. Make address card for phone roladex. "A" for address card. Money in envelope for weekly deposit. Record accounts on six-column account sheet. Note retail sale, tax paid, any discount, money received, 60% and 40% columns. Put back 60% to cover my expenses. Other 40% to my checking account. Record of accounts important because I'm bad about misplacing checks, or forgetting where money came from. Mark "D" for deposit. Weekly summary sheet: shows, showing marketing plan, how much sold, number of people present, money received, reorders, facials. Total for week. Take out 50%, hostess credits costs, ending with week's net profit. Filed till end of year. File these pink tickets with summary sheet in envelope marked week of ?. Enclose expenses for week and mark outside of envelope. Just 52 to total at year's end. Mark "S" on ticket for summary sheet. Know that all four steps complete. Works well for me. Some write on profile, ticket in show envelope, then it's gone. Carry money to bank I knew girl who was audited. Had to account for different deposits. Can tell from checking account ticket. My organization will help if I'm ever audited. Mark "B" on profiles when I've noted birthday, "A" for anniversary.</p>
<p>Mary Kay -record-keeping</p>	<p>085 to 102</p>	<p>I'm not required to report any of this to Mary Kay. They can tell some through what products are most ordered, how many. Company gets info through questionnaires, some at Dallas seminar, most through directors who keep records of weekly sales from summary sheets of her girls. Keeps track of unit. Mary Kay offers everything at the wholesale level. Prizes awarded on wholesale production. When person orders \$1,800 in a month, to them \$1,800 has been sold.</p>

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customers -Black	103 to 130	I have a few Black customers. Had more in Illinois. Complete line for dark-skinned people. Puerto Ricans, etc. also have special needs. All literature also in Spanish. White models, Black models. Prominent in areas like Texas, California. Items classified not only warm and cool but by "families:" For different skin tones, -- fair, medium, dark. No special training. Must experiment just as I would with White customers. Several Black beauty consultants in Bowling Green. Sometimes give us tips. I'm comfortable with showing beauty methods to Blacks. No feeling of prejudice or difference. Just another client. Have never done all Black show, only mixed.
awards and prizes -ribbons	132 to 245	I'll tell you about the ribbons attached to my beauty case. Only about a fourth of those I've won. Awarded by directors. All tied to recognition big in Mary Kay. Colors change from year to year. \$150+ show, week over \$300, "fantastic facials" of \$60+. Proud of four \$1000 weeks.
beauty shows	150 to 206	Let me tell you about this one for \$1209 in a week: Director and I made twelve hour drive from Illinois to Williamsburg, Kentucky where I'm from. Left at 5:00 a.m. Arrived in Corbin, just north; freshened up at my grandparents'. Went to Corbin Howard Johnson's to do shows lined up with help of my mom. Six for first show that night. Gail(director) did show for me. There till 10:00 p.m. Home to clean up and repack for next day. Occasionally directors may work with consultant. Helping me because I was a little intimidated by relatives and family friend. Good for them to see both of us. Tuesday, went to rented meeting room at motel. Tables set up with products. Five shows in one day. Relieved each other, and two shows simultaneously at one point. She followed up my facials with glamor while I did regular beauty show. One group after the other. Concentrated but productive. Sold \$1909 in twenty-seven hours. Unit record I don't think has been broken. Profit all mine. She received director's commission on reorders. Acquired two new recruits. Mary Kay has "go give" spirit. "Miss Go Give" award every year and every month to directors. Announced in <u>Applause</u> (company magazine). Voted by directors for who has helped the most and not really profited from it. Coveted award. I was fortunate to receive this award from my unit the first year. Only time someone in my group has received it. Mary Kay teaches you to do things for others. Helps own success.
awards and prizes  -ribbons	207 to 245	Other ribbons: Record breaking for first \$1000 week, first in our unit. Worked two Christmas shows with my mom's friends. Twenty people in each. Unusual. Usually don't work with that many. Talked about

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awards and prizes	246 to 262	<p>how to wear fragrances. Fun and festive. Record breaker. "Telephone Belle" for outstanding telephone sales. "Star Consultant" program called "The Ladder to Success. Get a ladder with sapphire, ruby, or diamond on it. Sapphire -- placed \$1800 in three months (orders), Ruby for \$2400, diamond for \$3000. Other ribbons: \$200 show, \$300 week, attending seminar; \$400 show, \$125 show, \$300 week, \$600 week, seminar, ten-show week. -- that's another one set up by my mom. \$125 show, \$175 show, 4%, "Star Consultant", "I'm Winning Diamonds", several "Fantastic Facials", \$200 week, \$300 show, \$150 show, \$350 week. Three times this hanging on door at home. I work as hard for the little ribbons as for prizes.</p> <p>Prizes I've won: Brass lamps, Cobra cordless telephone, a clock radio, a leather purse, my briefcase about a month ago for being the top consultant in a six week contest. I like stuff for my business. Lots of jewelry: sapphire ring, an opal ring, lots of necklaces, cloisonné choker. I won that in the contest I mentioned last interview.</p>
expenses	263 to 277	<p>My phone bill averages \$30 to \$40 a month. I have MCI but make mostly local calls. About ten customers in Glasgow, five in Nashville. In Illinois, we lived in small town fifteen miles from big town. Much bigger phone bill. Tried to go into town where calls would be local. Most long distance calls to recruits and director.</p>
Leadership Conference	280 to 412	<p>There used to be seminars once a year; then areas would have a "Jamboree." Mini-seminar for those who couldn't always make it to Dallas. Director in Michigan has one in spring. Most now called "Leadership Conference" or "Management Conference."</p> <p>When I began with company, had to be a "star recruiter" (have three recruits) to go. Geared for recruiting and advancement. I have six recruits. Second year I went. Last year changed to being a V.I.P. or "On Target" to go. V.I.P. is winning Forza; "On Target" means you have worked one to two months on type production needed toward car, though you didn't win it yet. Didn't get to go. This year hope to qualify in November. Held in Atlanta in January. First time stayed in Peach Tree Plaza, 24th floor, world's largest hotel, really neat! I knew noone. Director arranged for me to room with three girls I'd like. Arranged ride for me with a director in Nashville with pink Cadillac. They have every option you can give them (car). Great time with them and roommates. Was fourth one in room, not on reservation list when I arrived. Couldn't get a key till they got there. Walked all around shopping, seeing hotel, waited, ate. Didn't know what they looked like. Kept checking.</p>

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		<p>Waited three hours till they arrived. Then waited because room phone busy. Finally met them and had a great time. Went all over Atlanta. Learned a lot. Different atmosphere than Dallas. Harder to get there. Had to work for it. Three days. Set up similarly with classes, lots of recognition, special suppers with your areas. More personal. Area only twenty. Dallas broken into larger regions; Atlanta, area divided even smaller. Kentucky and South goes to Atlanta. One in Philadelphia, Chicago, California, and Dallas. Got to talk with super-successful directors one on one. I was treated special because I was four or five months pregnant. I said I'd wear my maternity clothes with a pillow underneath next time for the attention. Looking forward to returning end of January. I'll drive in my new Forenza.</p> <p>420 to 430 I want to tell you about the <u>Mary Kay Beauty Book</u> and others she's written. I also have lyrics to another song for you.</p> <p>(END SIDE TWO)</p>