

# MARY KAY COSMETICS

## DUAL MARKETING PLAN

### RETAIL SALES— 50%

Party/Beauty Experience: \_\_\_\_\_ x \_\_\_/week = \$ \_\_\_\_\_ x 4weeks/month = \_\_\_\_\_ Retail sold/month

### CUSTOMER BASE REORDER BUSINESS— 50%

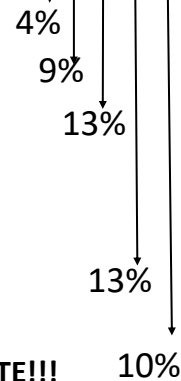
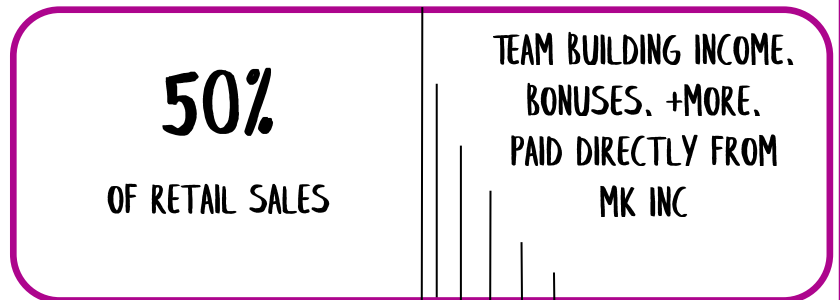
Average Customer reorders/month \_\_\_\_\_ x \_\_\_\_\_ Customers = \_\_\_\_\_ Retail Sales= \_\_\_\_\_ Profit/month

### TEAM BUILDING INCOME

- 1.
- 2.
- 3.
- 4.
- 5.

#### CONSULTANT PROFIT

#### COMPANY PROFIT



### LEADERSHIP— -SALES DIRECTORS

13% Personal Team commissions

13% Unit Production commissions

10% Monthly Production Bonus starting @ \$500—\$10,000—INFINITE!!!

## ENRICHING AND TRANSFORMING WOMEN'S LIVES

#### FINANCES

Part time consultants: \$5000-\$25,000/Year

Fulltime Sales Director: \$5000-\$25,000/Month

National Sales Director: \$300,000-over 1 million/year

#### FREEDOM AND FLEXIBILITY

#### FUN— FRIENDS— FRIVOLOUS

#### FOUNDATIONAL GROWTH

MARY KAY COSMETICS

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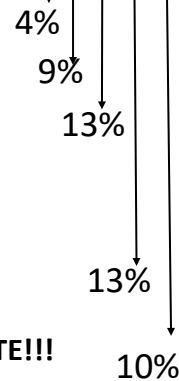
- 1.
- 2.
- 3.
- 4.
- 5.

### CONSULTANT PROFIT

**50%**  
OF RETAIL SALES

### COMPANY PROFIT

TEAM BUILDING INCOME,  
BONUSES, +MORE,  
PAID DIRECTLY FROM  
MK INC



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