

CONSULTANT STRATEGIC BUSINESS PLAN  
MAKE MORE MONEY!!!

Purpose:

To establish a strategic plan for Consultants – new and seasoned – to make as much money as possible from their MK Businesses.

Ideas:

1. Customer Education: Take advantage of the Company Marketing Programs, even if they are managing a small customer base (of even 1 or 2). ie Personal Web Site, Pro Pay Program (or Venmo and/or Zelle), Preferred Customer Program and maintaining a Business FB Page for their Customer Group (this can be a private page). Educate their customers with Gift w/Purchase, product samples, and extending the special prices from the Company's Flash Sales. Send out bi-monthly emails to their clients with product updates, product knowledge, and current skin care info. Utilizing social media and email media. Michelle will start sending out bi-monthly emails to her customers, and sharing them with the Unit members, for them to use.
2. Map out yearly & monthly desired PROFIT from the business. What will they use their profits for? How will that be achieved? Sales from new business and reorder business. Team building bonuses and commissions. TRACK progress daily and weekly plan.
3. Concentrate on a 13% increase in activity, sales & orders from month to month. Year-End goal to be in the Princess or Queen's Court of Sales, and make more money.
4. **NO DISCOUNTS OFFERED!** Except for 2 Customer Appreciation Sales: one in November, encourage holiday sales, and in May, for Mary Kay Ash's Birthday. And – offering our Customers a Birthday-Month Discount. No need to discount their products, unless they want to extend a Flash Sale benefit they received from the Company. Let's keep 40% of their sales in their profits/wallets!
5. Focus on reaching Star Consultant Status and enjoying the year-end 4 Quarter Star Prizes (when they attend Seminar). Enlist their customers in the quarterly goal and progress – make them their "Team Members".
  - a. Choose a Star Level and Prize each quarter.
  - b. Post the Prize and Retail Sales for the Quarter needed on their MK Business FB Page.
  - c. Do a weekly count-down for the Retail Sales achieved, and remaining amount needed to reach the quarterly Retail goal – on MK Business FB page. Get their customers excited about the progress, by acknowledging the customers who have helped to achieve this goal – when they purchase product! They can even post pictures of these clients!
  - d. Have a STAR PARTY – with our Unit, or individually (for those not in town) with all the customers who helped them reach their goals. Wait until this party to open their Star Prizes – with their customers who helped there to celebrate with them. This will go a LOOONNNGGG way in helping their clients understand their businesses a little more – we're more than pink Cadillacs and selling lipsticks – and they may be intrigued to look at the opportunity for themselves.
6. Treat their Personal Use and T Team Members as their clients. Invite them to attend a special pampering session quarterly, to try out the new products launched that month. This may encourage them to order the products for themselves, family and friends, boosting their ordering schedules to 4 times a year, resulting in increased commissions.

7. Agree to tap-in to Darren Daily – Darren Hardy’s Daily Moto – just about 5 minutes long. They can register for the daily email. Recognize the Consultants who plug-in 15 times a month.
8. Encourage Weekly Plan Sheet creation for 6 weeks – recognize Consultants who do.
9. Encourage Weekly Accomplishment Sheet – recognize Consultants who do in Newsletter with their name, # of WAS submitted, and a drawing for a monthly prize.
10. Stop scrolling through everyone’s MK Business FB pages, seeing “new ideas” every day, clouding their focus and purpose.
11. Continue to encourage posting Grand/WOW Days on our Unit FB Page. Recognize Consultants in the Newsletter, with a drawing.
12. Mr. T Pearls of Sharing Program – Continued, monthly program: 3 MP’s with Director earns the PoS Earrings; 6 MP’s the matching bracelet; 10 MP’s the Necklace. They can gift the additional earrings they earn to friends and family, wear the bracelets together, as well as the necklaces. Focusing on MP’s with me will help them build their teams, building a Sponsoring Commission Income base.
13. Accountability Partners – develop the camaraderie and support from a Sister Consultant – does not have to be in our Unit. They can post their successes on their own MK Business FB Pages and our Unit FB Page – for themselves and each other. Check in weekly with their Partner – without worry about judgment – to celebrate, vent and grow together.
14. Michelle will post monthly 15% increase goals for Unit Production, New Unit Members, and Reinstated Unit Members. Updates throughout the month. Unit members will see the direct relation from their 15% increases to the Unit’s 15% increase.