

FOCUS FOLDER FOR MARY KAY CONSULTANTS

- ★ A list of bookings and potential hostesses
- ★ Contest information (Company contests, unit contests, etc)
- ★ Important dates (start/end dates for quarter, events, success meetings, etc. - make sure you include addresses. . .
- ★ Your sales and personal goals FOR THE MONTH. . . keep them written down and in front of you!!
- ★ Create a chart/table to highlight your progress towards a \$650 weekly sales goal. This should be in increments of \$25 and should be for 4 weeks. For example, you could create 4 thermometers and put catchy little sayings next to some of the "mini goals" along the way. I suggest that you shoot for at least \$300 per week in sales. . . the minimum needed weekly to be a star consultant. So the saying at the \$300 level could be "You're a star!" At the \$650 level it could be "Red Hot and Headed to the Top!!"
- ★ Create another chart to track the # of classes booked, based on your career goals. If you want to hold 2 classes a week, you need to have 4 spaces on your chart for each of the 4 weeks in the month. My folder shows 10 classes per week (think of this as a monthly power start goal).
- ★ A chart of 30 new faces for the month. . . We have one that we use in my unit that has 25 faces on it, and it allows us to list the person's name, phone # and amount purchased underneath. A list of classes held and another list of facials held. You should include the hostess name and total sales
- ★ A list of guests to meetings and events
- ★ A place to recap your monthly activity (# classes held, # facials held, # basics sold, # bookings, # interviews, # new team members, total retails sales less tax and your section 1 WS order.
- ★ A place to track the # of basics sold each week, as well as a summary of basics sold in the month and in the year

- ★ A place to write down your new active team members for the month. . . be sure to put Bronze, Silver and Gold next to the 3rd, 4th and 5th team member, respectively
- ★ A list for recruiting prospects. The list should include the prospect's name, phone #, interview date and time, any tapes or literature given out, and results/comments for follow-up.

Information on the date, time and location of new consultant training.

I would also add:

- ★ A mini goal poster
- ★ A place to keep weekly accomplishment sheets
- ★ Inspirational quotes

If you use a binder, you can use sheet protectors so that you can have extra copies of blank forms. Then keep the current month on top and completed forms from previous months underneath. . . if you use dividers, break it down into goals, contests, events, bookings, sales, recruiting, and monthly summary. Strive each month to beat your best from last month.