



Inventory

Your Most Important Business Decision

Now that you have made your decision to embark on your Mary Kay career, the most important decision you will make is how much inventory you carry—or even if you have merchandise available. That choice is left strictly up to you to consider. Remember that if you treat your business like a business, it will pay you like a business. If you treat your Mary Kay like a hobby (and inventory like a hobby), it will pay you like a hobby.

The vast majority of Consultants have inventory available and here's some of the reasons why:

1. **Customers will buy more when they can “take it home now!”** For the very same reason, when you go to a department store to purchase a new outfit, you want to be able to make your selection and take it home with you—not pay for it and wait 2-3 weeks and have to come back to pick it up.
2. **Your time is very valuable!** When you hold a Skin Care Class, it takes approximately 2-3 hours. By having all your merchandise available at that time, your customers are able to make their selections, pay for their products, and the transaction is complete in the time frame of your class. If you do not have merchandise available (or don't have adequate inventory), you will double or triple your time by having to back track and deliver your products that you owe your customers.

Example A: \$250 class x 3 hours = approximately \$75 profit after hostess credit. You have made \$25.00 per hour PROFIT when products are available for customers!

Example B: \$250 class x 3 hours = approximately \$75 profit after hostess credit. Class time: 3 hours Delivery time: 2-3 hours Your profit has dropped to \$15 per hour when products are NOT available.

As class skills increase, your class time will drop to 2 hours. Your class sales should also increase; many seasoned consultants hold \$500+ classes. They earn \$75/hour and up.

NOTE: Also, while you are running around delivering to customers, you could have scheduled and held another NEW class and had ANOTHER \$75 profit, so the REAL loss of not having products available is ENORMOUS!

3. **You are in business to make money!** Any business requires an adequate supply of products in order to service customers. You can choose to make money from your first Skin Care Class by starting your business with a Profit Level inventory or you can choose to delay taking profit from your business by starting with a small inventory and re-investing your profits until your inventory is at a Profit Level...it's your choice.
4. **Your inventory is a “no risk” investment.** Our company has a 90% buy-back guarantee. If in your first year you should choose to leave Mary Kay, our company will buy back your remaining inventory at 90% of what you paid for it! If you hold only one class, you cannot lose money in this business!

It's your choice...make your choice wisely!