

The MAGIC of CLASSES

Customers: (A Skin Care Class is 3 or more guests)

3 classes X 3 People = 9 New Customers per week

(US News & World Report stated that Sole Proprietor business owners averaged only 42 work weeks per year)

9 New Customers per week X 42wks = 378 New Customers

We retain 85% = 322 new customers per year

Highest consumer loyalty in the industry!

Money:

\$200 would be considered a very low average Skin Care Class

3 Classes Per Week X \$200 = \$600 in sales per week

\$600 per week = \$25,200 sales per year *(based on 42 wks per year)*

\$12,600 in gross profit per year

Reorders:

Each customer may have an average reorder of \$30 every 3 months

Every customer reorders \$120 per year

322 customers X 120 = \$38,640 = \$19,320 reorder profit per year

Team Building: *(Commissions are earned based on Team Building)*

322 New Customers per year

Share the Mary Kay Business Opportunity with *half* of 322 New Customers = 161 Interviews

Team Building rate: 1 in 5 becomes part of your team = 32 New team members per year

Breaking it all down:

322 NEW customers per year

\$12,600 Skin Care Class sales profit per year

\$19,320 Reorder profits per year

Total Profit Per Year \$31,920

32 New Team Members per year!

(Additional Potential Commissions)

Should you choose to accept the position of SALES DIRECTOR

(you have 32 consultants to qualify as a Unit: some of your personal team members will also choose to sponsor new members)

INDEPENDENT SALES DIRECTORS average approx. \$36,000

in commissions in their first year.

Total Profit Per Year: \$67,920 approx

Total Time invested: approx 6-8 hours per week at first *(equiv to one "real job" day!)*

15-25 hrs per week as Consultant grows into Directorship