

YOUR NEXT STEP.....INVENTORY DECISION

Congratulations! You have made a decision to become part of an awesome organization! This career offers you an opportunity to be your own boss, set your own hours and determine the annual income you desire. The success of your business is up to you. Mary Kay is committed to offering you the best product on the market to sell. I, your Director, am committed to offering you the education you need to help establish, manage and grow your business. You must be committed to be trainable, set goals and work to build your business.

The first thing you must do in your journey to success is to decide how you will run your business. Will it be with enough Inventory to service all of your customers or just yourself? Do you want to be like a department store, a discount store or a mail order company? Whatever you decide, make sure you have examined all options, reviewed all bonuses available and determine how big and fast you want your business grow.

Here are some benefits of having Inventory on your shelves:

Higher Sales ~ Women want their products as soon as they try them and, cosmetics is an emotional purchase. Your sales will be much higher if you carry inventory.

Less Returns ~ Women do not usually change their minds once they have the product in their hands. If they have to wait for products, they can change their mind about the order.

Confidence ~ You are more likely to actively work your business if you have products on your shelf. You will feel like a professional and have more confidence in your selling ability.

Motivation ~ Your inventory will motivate you to work your business when you lack self-motivation. Products sitting on your shelf will get you out there selling! It's instant cash!

Profit ~ You will see a profit more quickly from carrying inventory. If you have to place orders and build up your inventory, it takes longer to see profit.

Higher reorders and less customer drop-off ~ If you are able to immediately service your customers once they run out, they will learn to depend on you. If you have to place an order with the company, they may look for another consultant who carries inventory.

Less Frustration ~ The consultants who do not carry products tend to get frustrated with their business. Not carrying inventory is one of the most common reasons for consultant dropout.

Please listen to the Inventory CD within the next 24 hours. Let's talk about what you want to accomplish with your business and I'll help guide you with your Inventory decision. The sooner you have this decision made, the faster you can focus on the most important thing ~ building your customer base.