

# **DO'S AND DON'TS OF OUR MARY KAY BUSINESS**

Please remember that each one of us represents **all** of us. To be negligent in any of these areas is unfair to **everyone**.  
**WE ARE PROFESSIONALS!**

Do's	Don'ts
Do...wear skirts, dresses, or business suits and hosiery to all Mary Kay functions—sales/success meeting, workshop, skin care class, facial, etc. Coach your guests who will be attending Mary Kay functions with you concerning the appropriate attire, as well, so that they will feel more comfortable.	Don't...wear slacks, shorts, skorts or split skirts, sandals, etc. to Mary Kay sales/success meetings, skin care classes, facials, or workshops.
Do...remind your clients and guests that children should not accompany them to Mary Kay functions. Suggest a childcare arrangement during their class and/or interviews.	Don't...extend invitations to your clients to bring their children with them to Mary Kay functions – skin care classes, facials, interviews, sales/success meetings, etc. These are business functions.
Do...apply the golden Rule – “Do unto others as you would have them do unto you.” Since we are so fortunate that our company is not set up by territories, honor that by asking if a prospective client currently has a consultant.	Don't...take a customer from another consultant who is servicing her clients properly.
Do...treat your Mary Kay functions as business functions by acting professional and following the Mary Kay guidelines.	Don't...smoke during a Mary Kay Skin Care Class, facial or sales meeting. Never serve or consume alcoholic beverages at a Mary Kay function. Turn cell phones off and beepers on silent mode during Mary Kay functions.
Do...maintain positive regard for your fellow consultants. Have a positive go-Give attitude! This is what sets our company apart from the rest!	Don't...join conversations that contain criticism or negativity about your company, area, unit, or fellow consultants. Negativity is not a part of the Golden Rule or the Mary Kay Go-Give spirit.
Do...order products directly from the company to service your clients. It is always easier and more profitable to have the products on hand that you sell most frequently, and you provide much better customer service if your clients do not have to wait for their order.	Don't...borrow products from fellow consultants. This is a business. We are all <i>independent</i> Mary Kay Consultants.
Do...teach skin care and color cosmetics using your flip chart, Colorselect sampler card (or perhaps your own face) to demonstrate application techniques.	Don't...touch anyone at a Mary Kay class or facial. To do so would violate one of Mary Kay's most important rules.
Do...sell the Three Step TimeWise Skin Care Products or the Five Step Basic Skin Care Products as one set when a new customer purchases these products for the first time.	Don't...break the basic sets because the desired results will not be obtained.
Do...take care of clients by using the “2+2+2 Rule” by contacting them within 2 days of purchase or attendance at a skin care class, again in 2 weeks and follow up every 2 months.	Don't...leave your clients hanging. They usually have additional skin care questions within the first two weeks and always appreciate your follow up when it is time for them to reorder.
Do...remember to share the Mary Kay opportunity with others	Don't...assume that a person is not interested in the Mary Kay opportunity for themselves. After all, you would not be a part of this wonderful Mary Kay family if someone had not shared the opportunity with you.