

“Work Your Week,” “Don’t Work Weakly”

The following plan from **Independent Sales Director Carolyn Jerry** of San Pedro, Calif., was developed in response to requests from her unit members. “Many of my unit members say, ‘*I need more structure in my career,*’ or ‘*I can’t discipline myself.*’ They’re not sure what to do when,” says Carolyn. “There are lots of options that we could refer to as ‘working,’ but which ones should we do the most? How do we know we’re making the most productive use of our time? Here is an example that may help you make the most of your business too!”

SUNDAY

1. Confirm bookings and coach hostesses for the upcoming week’s skin care classes.
2. Pre-profile guests.
3. Confirm and/or invite guests to weekly meeting.
4. Invite prospective team members who are unable to attend the meeting to assist you at a skin care class later in the week.

MONDAY

1. Book one new appointment for next week.
2. Have conversations with three new women (conversational booking).
3. Pack the necessary trays and products for hostess’ facial tonight and first two classes this week.
4. Bring one or more models or guests to the weekly education meeting.
5. Send thank-you notes to last week’s hostesses.

TUESDAY

1. Hold a skin care class. Carolyn suggests establishing goals you want to accomplish by the close of each class.
2. Have conversations with three new women.
3. Send a note of encouragement to or call current team members.

WEDNESDAY

1. Mail product reorders to long-distance customers.
2. Mail or prepare next week’s hostess packets.
3. Listen to the “Featured Tape of the Month” or other motivational Company developed tapes.
4. Hold one class or spend one-to-two hours on the telephone (refer back to the goals set on Tuesday).
5. Paperwork and filing: spend no more than 30 min. What to file? Examples include weekly accomplishment sheet, Seminar registration, organization handouts, Preferred Customer Program enrollments or working on your unit’s newsletter.

THURSDAY

1. Re-pack the necessary trays and products.
2. Go to bank and make deposit.
3. Hold one skin care class or spend one-to-two

hours on the phone (refer back to the goals set on Tuesday).

FRIDAY

1. Confirm that you have at least five classes booked for next week. If not, you’ll want to schedule the necessary classes by the end of the day.
2. Have conversations with at least 3 new women.
3. Re-pack the necessary trays and products.
4. Paperwork: try to spend no more than one hour!
5. Deliver or mail product reorders and hostess packets for next week.

SATURDAY

1. Hold two skin care classes. Carolyn found that from 10 a.m. until noon, and from 1 p.m. until 3 p.m. worked well for her.
2. If you’re a Sales Director, try to listen to motivational or educational audiocassette tapes like the Featured Director Tape of the Month or *Power Hour*. In your car between skin care classes is usually a convenient time to do this.
3. Complete this week’s weekly accomplishment sheet.
4. Complete product order sheet to replace products sold from your inventory.
5. File all sales tickets for the week into monthly income envelopes.
6. Turn on answering machine and spend the rest of the weekend enjoying your family!

More Food for Thought

If this schedule doesn’t work for your lifestyle, here are some additional guidelines you may want to try:

- Do something with your business every day.
- Booking classes should have the highest priority. Nothing happens in our business without them.
- Don’t allow yourself to get buried in paperwork. About two hours or less should do it.
- Follow up with prospective new team members you’ve met at classes within 48 hours. Preferably, when you are still at the class with her, arrange a time to meet again to share the marketing plan. Don’t wait to call her at home. Get as much done at the class as possible. If the hostess is the prospective new team member, consider going through the marketing plan right after the class. She is the most excited about the Mary Kay opportunity right at that moment. If she is unable to make a decision right away, ask her to assist you at your next class or attend the Monday night meeting, whichever is scheduled first.
- Make talking with people you don’t know a way of life. Setting a goal gives you a yardstick to feel good about your accomplishments. If three a day is too small for you, set a bigger goal. Booking from your classes and talking with people everywhere you go can fill your datebook each week!
- Have fun while you’re working and those around you will have fun, too!