



Lessons in
GOLDEN RULE
Thinking



Lesson 2:
What is the Mary Kay way?



Lesson 2: What is the Mary Kay Way?

This lesson focuses on “the Mary Kay way” of doing business, specifically:

- The way Mary Kay, the woman, might have worked her business today if she were an Independent Beauty Consultant.
- Using the Golden Rule as your guideline in your business dealings with customers, sister Independent Beauty Consultants, the Company and customers.



Mary Kay Wisdom:

My sincere desire is that each and every Mary Kay Independent Beauty Consultant will learn to live by the Golden Rule, not only in her Mary Kay business, but in her daily life. If there is ever a question about how to deal with a situation, simply put yourself in the place of the other person and treat that person exactly as you would want to be treated. In the long run, you will find that you will gain more than you lose, for it is true that all you send into the lives of others comes back into your own.

“The Mary Kay way” simply means the way Mary Kay might have worked her business today if she were an Independent Beauty Consultant.

Mary Kay always believed that you really only need one rule in life and business and that’s the Golden Rule, “Do unto others as you would have them do unto you.” Did you know that a version of the Golden Rule exists in almost every religion and culture? In a way, it is the closest thing we have to a universal guideline for ethics a person can find.



Mary Kay Wisdom:

There is a right way and a wrong way to do almost everything. The right way will always be clear if you ask yourself this question: How would I want to be treated if I were in her shoes? If you do this, you will always know how to handle difficult situations.



Suggested activity:

What is the “Mary Kay Way?”

Below are some situations you may or may not find yourself facing at some point in your business. Circle the answer that you feel is the best Golden Rule way to handle each situation. The suggested way to handle each situation can be found on page 17.

Situation #1

At one of your unit meetings, someone says something that hurts your feelings. Do you:

- A. Say nothing because if you said something it might be considered negative and you shouldn't be negative in Mary Kay.
- B. Talk to that person about it privately.
- C. Take that person's recruiter aside after the meeting to discuss her behavior.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Sometimes conflict is unavoidable, even in your Mary Kay business. What's important to consider is the way you handle conflict.



Mary Kay Wisdom:

When you handle a situation in a positive way, positive things will happen. When you apply the Golden Rule and use your own good judgment along with a loving and caring spirit, you cannot go wrong.

How would you initiate a conversation with someone who said something that hurt your feelings, if you were going to apply the Golden Rule?

Here is a suggestion you might consider:

In any situation that might come across as confrontational, you might want to keep in mind that “I” statements sound less accusatory and judgmental than “you” statements. Here’s an example:

I’m feeling uncomfortable about something that happened tonight. Do you have a minute so we could talk about it? Earlier tonight, when you said _____, I felt (describe how you felt) because (explain why). I would really like to work this out because I don’t want it to affect our relationship.

Do you think it’s important that a discussion like this be done privately? Why or why not?

Would you handle this situation any differently if the person who said something that hurt your feelings was an Independent Sales Director? An Independent National Sales Director? A team member? A customer? A friend? Your husband?

Situation #2

You have a sister Consultant who has a different personality style than you do. At times you find yourself at odds with her. Do you:

- A. Try to change her.
- B. Gossip about her.
- C. Respect her for her differences.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?



Mary Kay Wisdom:

Whenever you hear gossip about another person, it's good to remember there are always two sides to every story. Many times the facts get blown out of proportion. Keep in mind when someone says, "Do you know . . . ?" in the tone of voice that indicates potential gossip, you should respond, "Oh, yes, isn't she a lovely person?" Usually, the ugly gossip stops right there.

What are some things you could do to keep from feeling at odds with someone who has a different personality style than you?

Do you think it's important to be able to work with all personality styles? Why or why not?

Situation #3

The Company comes out with a new product or program that you don't like. Do you:

- A. Acknowledge that change can be good and the Company only has your best interests at heart.
- B. Bad mouth the Company to all of your customers.
- C. Terminate your Independent Beauty Consultant Agreement with the Company as a matter of principle.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Do you think it's important to show support for the Company, especially in front of your customers? Why or why not?

If you strongly disagree with a decision made by the Company, what could you do?

Here is a suggestion you might consider:

While the Company always has your best interests at heart, they do value your feedback. If you feel strongly about a decision the Company has made, you might call them and, in the best Go-Give™ way possible, express your opinion. Your relationship with the Company is a two-way street.

How would you handle the situation if it were your Sales Director rather than the Company who made a change that you disagreed with?

Situation #4

One of your customers is dissatisfied with a skin supplement she bought from you. Do you:

- A. Argue with her and tell her she's not using it correctly.
- B. Honor the Company's 100% satisfaction guarantee and cheerfully give her a refund or exchange.
- C. Go ahead and give her a refund or exchange but drop her as a customer.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Did you know?

Honoring the Company's 100% satisfaction guarantee is something you agreed to when you signed your Independent Beauty Consultant Agreement.

What do you think the benefits are to you and to the Company of providing complete customer satisfaction?

Before actually offering a refund or exchange, you might first want to find out what it is about the product that she's not satisfied with. What kind of questions could you ask that would help you find out?

Here are some suggested questions you might consider:

1. Can you tell me why you're not satisfied?
2. How are you using it?
3. How long have you been using it? How many times have you used it?
4. How does it make your skin feel?
5. What are you hoping this will do that it didn't do?

What dialogue could you use with an unhappy customer who is calling for a refund?

Here is a suggested dialogue you might consider:

I am so glad you called to let me know that you're not happy with (name of product.) I'm sorry it's not working for you. What seems to be the problem? (Continue to ask questions until you find out if she's using the product correctly) I want you to be completely satisfied with every product you purchase from me. My goal, (name of customer), is to keep you as a customer for life. So, you may either return the product to me for a full refund, or you can exchange it for something that might work better for you. Which would you prefer?



Mary Kay Wisdom:

You must earn your customer's respect, trust, and interest. This means handling objections head-on rather than trying to ignore or evade them . . . Remember to keep the Golden Rule your number one priority every time you communicate with your customers. That's service with style—the Mary Kay style!

Situation #5

You are in your last month of Grand Achiever qualification and you still need two more active personal team members to complete the requirements. Do you:

- A. Book and hold a few more group selling appointments, remembering that they can be the best places to find new team members.
- B. Beg your sister to become an Independent Beauty Consultant, telling her she really doesn't need to do anything except sign the Independent Beauty Consultant Agreement. You'll take care of the rest.
- C. Falsify an Independent Beauty Consultant Agreement believing that it really doesn't matter how it gets done, as long as it gets done.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Did you know?

An Independent Beauty Consultant Agreement is a legally binding contract. Falsifying information on it is in violation of your Agreement with the Company.

In addition to booking and holding more selling appointments, what are some other ways you could complete your Grand Achiever goal?

Here are some suggestions you might consider:

1. Look through your customer profiles and offer an inexpensive incentive, such as a lipstick or hand cream, to anyone who will listen to the marketing plan and pursue any referrals they may offer.
2. Revisit those “maybes” on your potential list whose circumstances might have changed since you first talked to them.

Situation #6

You are in your last month of DIQ and you are short the wholesale production needed. You've already contributed the maximum amount in personal wholesale production and now it is up to the Consultants on your team to complete the goal.

Do you:

- A. Make some phones calls to the Consultants on your team to help motivate them to contribute to the team's goal and give them some selling tips and ideas.
- B. Give a team member product from your inventory to sell so she'll have money to place an order in her name.
- C. Place an order on the credit card of a team member without her permission.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Some things to consider about Answer B:

- 1. It is a violation of the terms you agreed to when you submitted your DIQ Commitment Form as well as your Independent Beauty Consultant Agreement.
- 2. If your team cannot meet minimum production requirements as a DIQ, how will they ever be able to meet them as a unit?
- 3. How will your unit ever understand the importance of investing in their own inventory if you are always there to give it to them whenever they need it?
- 4. What kind of example are you setting for the Consultants in your unit who are planning to become Sales Directors?

Something to consider about Answer C:

Using someone else's credit card without her permission is a form of credit card fraud and subject to legal prosecution in a court of law with possible serious consequences.

In addition to coaching the Consultants on your team on ways to sell the product, what else could you do to complete your DIQ production requirements?

Here are some suggestions you might consider:

1. Offer to hold some classes or open houses for the Consultants on your team, which will help create a reason for them to order product.
2. Continue to personally recruit and help those team members recruit, knowing that new Consultants placing their initial inventory orders can be a great boost to production.
3. Instead of loaning product to team members, encourage them to use samplers and *The Look* brochures to pre-sell to their customers.
4. Issue a challenge to all team members who sell a certain amount of product during the challenge period.

Situation #7

A customer asks a question about one of our skin care products and you don't know the answer. Do you:

- A. Make one up.
- B. Tell her that her question isn't that important.
- C. If you can't find the answer in your Products Booklet, tell her you will get back to her as soon as possible and then contact Consultant and Medical Relations for the answer.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Do think it's important to help make your customers feel important? Why or why not?

Situation #8

A long-time customer becomes one of your newest team members and she asks if she can start selling to her relatives and friends who have been your customers for years. Do you:

- A. Tell her no; after all they are good customers in whom you've invested a great deal of time.
- B. In the spirit of Go-Give™, offer to give them to the new team member knowing that, not only will it help her get her business off to a running start, it will also help you in the long run.
- C. Ask your Sales Director to play referee.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Why do you think giving the new team member some of your customers might help your business in the long run?

What are some things you might want to consider before automatically giving some of your customers to a new team member?

Here are some suggestions you might consider:

1. You'll want to consider your customer and her desires first. She may or may not want to change Consultants. Before giving a new team member any of your customers and risking the chance that those customers will be unhappy with the new arrangement, you might first contact the customers involved, let them know that their friend or relative is now a Mary Kay Independent Beauty Consultant and tell them that, while you enjoy their friendship and appreciate their business, you will understand if they wish to support their friend or relative in her new business venture.
2. Of course, if giving a new team member all of her friends or relatives as customers would mean a serious depletion of your customer base, you might offer to give her only her relatives and very close friends, which is still a nice way to practice the Golden Rule.
3. Consider retaining a copy of every customer profile that you give to a new team member, just in case she later decides that the Mary Kay business opportunity is not for her. That way you'll be able to pick up those former customers and start servicing them again.
4. Since your customers are accustomed to the good customer service you've provided in the past, you might want to coach a new team member as to what good customer service entails and encourage her to provide your former customers with the kind of customer service they are used to receiving from you. This might also include a discussion about the benefits of having a full inventory so that product can be delivered on the spot.

Situation #9

One of the Consultants on your team decides that a Mary Kay business is not for her and chooses to quit. What should you do with her customers? Do you:

- A. Encourage that team member to participate in the Customer Referral Program because providing service to our customers is always a primary concern.
- B. Do nothing. Her customers aren't your responsibility.
- C. Call her customers behind her back.

Why do you think the answer you chose might be the best Golden Rule way to handle this situation?

Why do you think the other answers might not be the best Golden Rule way to handle this situation?

Information about the Customer Referral Program

Because of privacy laws, the Company cannot distribute a departing Consultant's customer list to anyone. However, through the Customer Referral Program, a departing Consultant can refer her customers to an alternate Consultant. This is how it works:

Step 1: If a Beauty Consultant reaches her ninth non-ordering month, she'll receive an e-mail from the Company. Naturally, the e-mail encourages her to continue her business. If she chooses not to continue, she's provided with an opportunity to refer her customers to her Independent Sales Director or to another Beauty Consultant in the unit.

Step 2: When the Beauty Consultant chooses to refer her customers to someone else, with just a few clicks she can send her customers a friendly e-mail with the name of another Independent Beauty Consultant who can continue to provide them with their favorite Mary Kay® products. The departing Beauty Consultant can refer as few or as many customers as she likes. If the departing Beauty Consultant does not respond to the first e-mail, she'll receive a reminder e-mail in her tenth non-ordering month. If she doesn't respond to the reminder e-mail, the Company will not attempt to contact her again regarding customer referral.

Step 3: The e-mail to the customer offers an opportunity for her to “opt in,” confirming that she would like to receive communication from her new Beauty Consultant. It even lets her specify how she prefers to be contacted: by mail, telephone or online.

Step 4: When the customer responds, an e-mail is automatically generated to her new Beauty Consultant with the message, “you’ve got a new customer.” This e-mail includes follow-up tips, preferred method of contact and a link the Beauty Consultant can click to send her new customer a “welcome” e-card.

Do you think it’s important to make sure that a customer doesn’t fall through the cracks like this? Why or why not?

If you were going to approach a departing team member about referring her customers to you or someone else in the unit, how would you initiate this conversation?

Here is a suggested dialogue you might consider:

(Name of departing Consultant), I want you to know how sorry I am that you’ve decided to put your Mary Kay business on hold for now. We’re really going to miss you in the unit. Is there anything that I can say to change your mind or help you re-ignite your business? (Listen to her response) If there’s nothing I can say, then may I ask you if you’ve thought about who is going to provide service to your customers? Do you have someone you’d like to refer them to? I encourage you to participate in the Customer Referral Program. (Explain how that works.) And if, in the future, you ever decide to give your Mary Kay business another chance, I’d be happy to turn them back over to you. I certainly hope you will continue as a Mary Kay customer. I’d be proud to be your Consultant, and I promise I’ll take great care of you and your family’s needs!

What else could you do to help ensure that a team member's departure from her Mary Kay business is a positive one?

Here are some suggestions you might consider:

1. Offer to hold a skin care class or open house for her so she can sell through her remaining inventory. That way she won't be tempted to return her product, leaving the door open for her to become an Independent Beauty Consultant should her circumstances change in the future.
2. Just asking her if she'd consider referring her customers to you might prompt her to reconsider her decision. If so, you could use that time to find out what it is about her business that she wasn't happy with and offer to help her work on that, if she's willing to give it a second chance. Your team member's decision to quit might just be a lack of confidence in her selling skills and a few simple suggestions could get her back on track.

In a related situation, what would you do if a team member were moving away to help ensure that her customers continue to receive service?

Here is a suggestion you might consider:

Ask the team member if she is planning to continue providing service to those customers when she moves. If she's not, you might encourage her to participate in the Customer Referral Program. The primary concern is to make sure that those customers continue to receive the best customer service possible.

Essential Ideas

This lesson focused on some of the ways you can use the Golden Rule in your everyday business dealings. What two or three essential ideas would you like to keep in mind for future use?

Suggested Golden Rule Way

1. B
2. C
3. A
4. B
5. A
6. A
7. C
8. B
9. A