

**Marketing Plan Outline**  
**Amie Gamboian**  
**Future Executive Senior Sales Director**

1. Greetings/Thank her for her time/Summary of conversation
2. Determine personality style
  - a. D-I-S-C (Dominant/Interested/Steady/Cautious)
  - b. Tell me a little about yourself
  - c. Tell me what you love most about your life
  - d. Tell me what you love most about your job
  - e. Tell me what you would change about your life and/or job
3. Share your Success Story & major Company philosophies (mirror your story to match her needs if possible – will help you to immediately “connect” with her)
4. Start with her first thoughts/questions, etc....“If you were ever in a million years going to consider Mary Kay for you, what would be the first and most important thing that you would have to know about the way our company works?”

\*\*\* Go with what she first mentions...if she has a difficult time with this question, I use the following order of presentation...
5. Getting Started – Starter Kit, training steps, etc.
6. Operating with independence, yet surrounded by resources – the “family structure” of MK
7. Three main ways that we make our money (product sales, teambuilding, leadership)
8. Recognition, prizes, awards (mention only if she is a D or I style)
9. Closing
  - a. What intrigues you the most about what you are hearing?
  - b. Considering that our Starter Kit is only \$100, what would hold you back just from giving it a try?

\*\*\* Overcome Objections if she has some
  - c. SIGN HER! Following the signing, book her goal-setting/inventory appointment

