

Group Marketing at events (Success meetings, glamour nights, etc)

Purse Game

Because I know that some of you are here tonight to hear more about the way Mary Kay as a company, and because we are going to do lots of recognition for our consultants, we are going to play a game now so you can learn more about our business and understand some of the recognition that you will see tonight. This is called the “purse game” so I want everyone to pull out your purse and don’t worry, I’m not going to ask for all of your money!

We are going to play a game where I will say a letter and you will look for something in your purse that starts with that letter in your purse. When you find it you have to hold it up and yell out what it is-that way we will know who our winner is. Every winner will receive a ticket and at the end of our game we will do a drawing for free product. For example if I say the letter A-you may pull out aspirin. Okay are you ready to win?

(weave your personal I story through this)

The first letter is M! (Award winner with ticket.)

The M in Mary Kay stands for Money. We have three different ways we make our money.

1. Sell the product (50% commission/ 5 ways to market product)
2. Recruiting (earn commissions of 4%, 9%, and 13%)
3. Management-(additional perks-the LIFESTYLE, six figures)

The next letter is P! (Award winner with ticket.)

The letter P in Mary Kay stand for Philosophies.

1. God First, Family Second, Career Third.
2. We live by the Golden Rule.
3. No territories

The next letter is R! (Award winner with ticket.)

The letter R in Mary Kay stands for Rewards and Recognition.

1. Rewards (i.e. Seminar jewelry, quarterly prizes, etc.)
2. Personal growth comes with a victory-the most important prize is the woman you become upon reaching your goals.

The next letter is F! (Award winner with ticket.)

The letter F in Mary Kay stands for Fun, Freedom, Flexibility and Friendships

“Living the life you’ve always wanted to live.”

Draw for a free product gift from one of the ticket winners.