

Adoptee Etiquette

Prepared by NSD Pamela Waldrop Shaw

The Adoptee Program is one unique feature that is characteristic of the heart of our Company and sets us apart. You can live, move, sell, build, recruit anywhere in the U.S. and, as you become a Sales Director, International doors open to you! Everyone in Mary Kay Cosmetics at some point in time will benefit from the Adoptee Program.

When I was a Sales Director in FL, nearly 100 women weekly attended my local meeting, about 25 of them 'mine'. I loved those women. I had 9 adopted offspring before I had 1 of 'my own'. Although there are countless benefits to my experiences in this season, three significant things happened as a result of this opportunity.

[1.] My adopted consultant's success became the foundation and inspiration for success in my own unit and the adoptee's efforts sparked activity that was not in my meeting before them.

[2] When our son was 4 months old, Jerry and I felt drawn to KY to raise him near family. My unit was over 200 in size, many of those consultants in FL. As we left the state, all of them were 'adopted' by other directors.

[3] Although I never thought or imagined it, I received the National Go-Give Award in Dallas at our Seminar in 1994 (from the hospital bed as it turned out—our son Thomas was born at that seminar on day 0).

Since that time, **Nadine Stanley**, Senior Cadillac Director in the SHAW AREA, my first offspring ever, received the **Pearl Seminar's Miss Go-Give Award** at Seminar 2002. Our Area is known for its heart and we also know that what you give, you receive in abundance!

From a Speech Topic Book, Mary Kay herself wrote. ***How the Adoptee program came about: Years ago, at one point in my life, I had finally reached a modicum of success in my career. As circumstances changed, as they sometimes do in families, I had to move to St. Louis. When I left Dallas, I lost my unit and all I had built. All I had left was the opportunity to start all over and build again in St. Louis. I thought it was grossly unfair. Years later, when we started this Company, I remembered that unfairness.***

Adoptee Etiquette — These are some suggestions I have for you to make the Adoptee program work for you. You really get the best of both worlds. You will get all the support, systems, education and communication from me, AND you will get the creativity and support from an additional qualified person!

1. I will work with you to locate a director for you in your Area within a workable driving distance. I have personal friends and associates in the Mary Kay world across the United States, and I am confident we will find you a Fabulous director and meeting to attend weekly.
2. We may narrow down 2-3 meetings for you to visit. Once you have visited each meeting 2 times, once you attend a meeting a third time, please call that meeting 'home' locally.
3. The protocol is that I make the introductory call unless otherwise indicated in our conversation.
4. My role is to educate, mentor, communicate and support you all the way to reach your goals.
5. Your adopted Director's role is to welcome you into her weekly meeting and education environment.
6. Your primary communication should be with me via Voice Com, Email, and live conversation. In your welcome letter, you received my 800 phone number. Use it and your voice com "A" key often!
7. Your initial prizes will come from me and out of our office. AS soon as we receive your vouchers, we will mail your prizes to you to hand to your director for presentation or we will mail them directly to her to present to you at meeting.
8. You will send me your WEEKLY Accountability Sheet preferably on line (or fax-270-843-7497) on Monday of each new week and photo copy or print a second copy to take to your Director for local meeting recognition.
9. You may participate in your adopted director's promotions, but you MAY NOT participate in both her prizes and mine! The SHAW-X pinky ring is a year round promotion, so if you go for that, you would be unable to participate in any other promotion of hers that rewards wholesale consistency. To participate in her promotions, you would need to inform me of the gift you would like to earn and I will contact her for details. I will pay your adopted director for any prize you earn from her.
10. AT Meeting, come on time (early) and dress snappy professional! (Listen to **Image and Etiquette** tape please — no pants, ever. Closed toe shoes, skirted professional outfit. Panty hose—even in FL. ☺).
11. Ask if you can help—set up, do registration, take down. Stay until the end of meeting.
12. Be verbally supportive of your adopted Director. Be her 'A-men' Corner!

13. Associate with Positive Consultants (anything spoken that is not positive is negative). Mingle and get to know consultants who are working and on the move UP!
14. Be positive in your initiated conversation with others.
15. Enter with a smile and winning Attitude! You may be surprised when you let others know you are in the SHAW unit that their reaction is positive as a wonderful legacy of integrity and Success has preceded you! Step into this professional, winning tradition with class!
16. Come prepared as the local director instructs—samples for your guests, trays, whatever she recommends.
17. Be reliable. Always attend meeting (never with children) so that your adopted director determines you are a reliable consultant she can count on. Make weekly and permanent arrangements for childcare if your husband's schedule varies.
18. Inform any guests you bring what to wear, what to expect and how long you will be there. Let me know special goals your adopted director is working for so that I can cheer her on as well!
19. Communication is everything!
20. Remember, I AM YOUR DIRECTOR, and I care about you, your goals, your efforts, and your success! I want to coach you, so allow me that privilege!

'Our adoptee system is unique in the direct sales world, and it is this system that has made it possible for us to operate without territories. You can go anywhere, anytime and, maintain your recruits and you keep what you build. Our adoptee system is one of our most precious possessions, so keep it with all your heart. Through this system there is no limit to the growth of a unit'.

(Seminar speech of Mary Kay Ash 1991 published in Nov.1991 **Applause**).