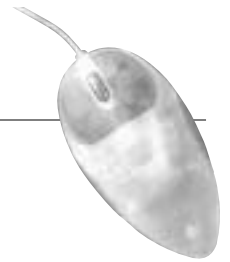


IDEA MAY 2001  
**Exchange**

THE NEW BUSINESS CONNECTION:  
Making Technology  
Work for YOU



With all the latest gadgets and high tech tools, what's right for you?

The Mary Kay InTouch® Community Web site, Desktop Office Manager and the Mary Kay Personal Web Site program have no doubt brought many of the opportunities and efficiencies of the Internet to your business.



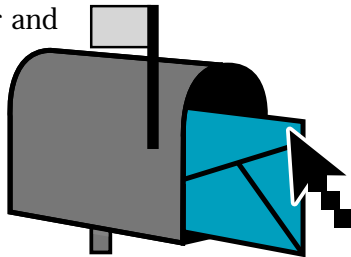
Yet, with all the technology options available in today's rapid-fire marketplace, making the right choices can often seem overwhelming and somewhat perplexing. To help you make sense of it all, we talked with several technology-savvy Independent Sales Directors who are using the latest tools to

more effectively manage their units and their businesses. This issue of *Idea Exchange* gives you a sense of what's possible, but look for future materials on specific technology topics in the coming months. Here's what works for some of your sister Sales Directors:

## The New Business Connection: Making Technology Work for You *cont.*

### E-mail

If you have a computer and an Internet connection, you've got e-mail! Many Sales Directors now use e-mail for everything from communicating with customers to managing files.



Independent Senior Sales Director Denise O'Brien Gunnell of Los Angeles has taken e-mail to a whole new dimension. With 125 unit members and 1,100 customers, Denise uses e-mail as her primary source of communication. "There is no way I have time to talk to all of these people by phone," she says. "We communicate through e-mail about everything."

And since Denise reduced the number of hours she spends at her Mary Kay business to dedicate more time to her children, she uses e-mail even more. "I send e-mails every evening after the kids are in bed," she says.

Consultants ask questions. Customers ask questions. Denise sends customers notices and reminders about products. She keeps Consultants advised of late-breaking Mary Kay news — all through e-mail.

Independent Executive Senior Sales Director Barbara Whitaker of Miami Fla. also uses e-mail to communicate. She sends e-mails to specific groups within her unit, such as Sales Directors-in-Qualification and top recruiters, along with personalized advice and recognition. E-mail is a great way to keep your recruiters motivated," says Barbara.

### Paperless Office

By creating folders within their e-mail program, both Denise and Barbara file information on every

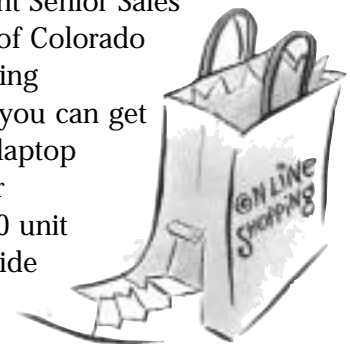
topic related to their Mary Kay businesses. "I have eight file cabinets in my office that I rarely access anymore," Denise says. She files everything from selling tips to recruiting pointers.

Then, when a Consultant requests specific information, she can simply attach the appropriate document and send it immediately by e-mail. Barbara says that it would be physically impossible for her to send all this information through postal mail. Note: There are several e-mail programs available that provide filing capabilities. If you are using Microsoft Outlook, you already have the right tools to start your own filing system today!

Many Independent National Sales Directors and Independent Sales Directors e-mail their weekly newsletters to their unit members. And now, with the new OneClick software available from the Company, you can use attractive, formatted templates that create personalized newsletters in a flash! (See the article in the April 30 *Directors Memo*, the enclosed OneClick software CD and fliers for more information.)

### Office on the Go

When it comes to managing her business away from home, Independent Senior Sales Director Connie Lustig of Colorado Springs, Colo., is a shining example of how much you can get done on the road. Her laptop computer goes with her everywhere. "I have 100 unit members who live outside my city, and when I'm



## The New Business Connection: Making Technology Work for You *cont.*

out of the office, I don't want to be out of touch with them."

Her laptop with a dial-up Internet connection helps her maintain communications at all times. In hotel rooms, she simply connects her laptop to the dataport and conducts business as usual, checking her Mary Kay Personal Web Site orders and e-mailing Independent Beauty Consultants. For example, while out of town at a Fall retreat, she pulled up three customer orders that had been placed while she was away. "I sent them an e-mail back letting them know that my daughter would deliver their orders, and that I would bill them and give them their gift-with-purchase when I returned home," Connie says.

While she's away, she uses her laptop to log into the InTouch® Community to check Consultant orders, her unit production and the latest news from the Company. Plus, she forwards her business phone line to her cell phone so that she won't miss any important calls.

On airplanes, you'll find Connie creating fliers and mailers using the Microsoft Publisher program installed on her laptop. And when she's traveling

in her pink Cadillac, with her husband driving, she produces her unit newsletter in the car!

Using this technology allows Connie to stay on top of her business. "When I get home, I'm not so overwhelmed," she explains.

What's more, Connie takes her laptop with her when she visits Consultants. "If I'm working with a unit member who wants to place an order, we can do it immediately," Connie says. She simply hooks her laptop up to the Consultant's phone line, dials into the Internet to access the Mary Kay InTouch® Web Site and online ordering. Plus, she can pull up her unit reports to check the Consultant's progress.



## In the Palm of Your Hand

**Independent Senior Sales Director Cathy Gascoigne** of Arlington Heights, Ill. Says she holds her success in the palm of her hand with her PalmPilot personal digital assistant. "My whole business is on it," she says. "It puts all my essential data at my fingertips!" Cathy uses this

## The New Business Connection: Making Technology Work for You *cont.*

handy mini-computer to file the names, addresses and phone numbers of all her customers and unit members. She also stores expense information, meeting notes and ideas.

Each day she transfers, or backs up, her PalmPilot information onto her home office computer, so she never loses any stored information.

She cites this example. Last year at a Chicago-area meeting, two Independent Sales Directors had their purses stolen. One left her date book in her purse. She lost everything, including the names of her customers, addresses, etc.

"If I had lost my PalmPilot, I still would have on my home PC everything up to my last backup," says Cathy.

computer, laptop, PalmPilot and cell phone – all with Internet connection capabilities — she's ready to do business anywhere. Her PalmPilot is her most treasured resource, using it as her date book and business file. It even includes special software for tracking career goals, as well as inventory management software.

So from anywhere at anytime, she can connect to the Mary Kay InTouch® Community to get the most recent Company information in an instant, or reference data regarding her Consultants or customers. "I used to carry a huge briefcase with files and was reluctant to get rid of paper," Suzanne says. "I liked to write everything down." Now, she carries a small purse with her PalmPilot in it, and the world is at her fingertips.

But as you can see, not every tool is useful to everyone. With a little experimentation, however, you're sure to find the right combination of "techie gadgets" that will make your business run with efficiency and ease.

### You Can Have it All!

**Independent Sales Director Suzanne Lozano** of San Antonio, Texas has it all. With her home



## The Spoken Word

Independent Senior National Sales Director Pat Fortenberry is quick to point out that "nothing takes place of the spoken word, because people can hear the excitement in your voice." But she believes that you can still share that excitement through the computer, using e-mail to complement the one-one-one, human connection.

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