**Video Title:** What You Might Not Know about the Business of Mary Kay

**Video URL:** <http://abcnews.go.com/2020/video/business-mary-kay-34216449>

**Run Time:** 6:43

**Source:** ABC News

**Close Caption Available:** No

The aspects of motivational methods and programs most closely related to this video appear on pages 243-247 of the text. The documentary prepared by ABC news touches on how Mary Kay sales consultants are motivated, including financial incentives. The ultimate prize is a Pink Cadillac, however dated this reward might appear. Mary Kay consultants also have flexible working hours which appeals to many women. A social motivator is that selling for Mary Kay usually means working closely with a person’s network of contracts, including friends and family. Mary Kay consultants are instructed to make all customers and potential customers feel that they are important, as a way of motivating purchases. The video also points out that multi-level sales are an important vehicle for earning a high income. The follow-on video points out potential ethical problems with the Mary Kay arrangement with consultants.

*Questions for Thought and Discussion*

1. What appears to be the strongest motivators for Mary Kay consultants?

2. In what way does the Mary Kay marketing system focus on the affiliation needs of its consultants?

3. In what way does Mary Kay use recognition to motivate its sales force?

4. What ethical problems do you see with the Mary Kay system of selling its products?

5. To what extent is the Mary Kay Company guilty of sex discrimination with respect to its sales consultants?