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## Job Market Trends

Quarterly Indicator (Q4 '08)	
Employment Change	+21,300 persons
Adjusted Unemployment Rate	2.5%
Latest Number of Retrenchments	7,500
Job Vacancy to Job Seeker Rate	0.51
Yearly Indicator (2008)	
Average Weekly Hours Worked	46.3 hours
Median Duration of Unemployment	6 Weeks

Source: Ministry of Manpower Statistics

## Tools

**Salary Calculator**  
How much should you be making?

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## Of "Sandwich Praise" and Pink Cadillacs

Mon, 03/16/2009 - 10:53 — Cheryl Lim



**Mary Kay, a brand that's known finally debuted in the Singapore President of Mary Kay Asia Pacific behind the skincare and cosmetics li**

By Cheryl Lim

These days, companies that promote s for watching people reach their fullest p at Mary Kay, this philosophy is perv Besides being one of the most organisations in the industry, Mary Kay mission – to enrich the lives of women.

“Mary Kay is a company that sells a wa development of women, allowing them be the best that they can be,” says Mr Kay Asia Pacific. “It almost sounds to that it works.”

In fact, the man himself was sceptical when he was headhunted for the position of many years ago.

### Worlds apart

“I was never a ‘cosmetic’ man,” says KK, who has lived and worked overseas in Loi for the past 24 years. “When you attend meetings amongst movie executives, you fi smoking and chewing cigars. It’s a very male chauvinistic society. But the more I hear read the book (by founder Mary Kay Ash), the more I realised that the values this co to what matters most.”

Ultimately, the Mary Kay culture won him over, with its emphasis on loving and prais in Hong Kong with his wife and three daughters, he has worked with Mary Kay for 14 job will see him through to retirement. Today, under KK’s leadership, Mary Kay has into a 330,000-strong sales force with more than US\$400 million in profits.

### Unparalleled vision

Established in 1963, Mary Kay was founded by Mary Kay Ash – a mother, entrepren the need for an organisation that would enable women to succeed by their own terms

After working 25 years in corporate America, Mary Kay Ash decided her retirement w over for a promotion in favour of a man whom she had trained. That same year, she : aim of assisting women in business, which soon evolved into a business plan for he US\$5,000 and the support of her then 20-year-old son Richard Rogers (now the Exe Inc), Mary Kay Ash saw that vision come to fruition.

Dedicated to making life more beautiful for women, the company operates by the Go you would have them do unto you”), which birthed the notion of “sandwich praise” – a

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unique to Mary Kay.

"In society today, too many people address an issue instead of helping the one that what the issue is," KK enthuses. "We don't praise them, we criticise them. What this think negatively, to say, 'I can't do it.'"

Instead, when it comes to conveying criticism, Mary Kay's philosophy is to use "sandwich" criticism is delivered between thick layers of encouragement so that the recipient leaves the not demoralised.

Mary Kay is, in fact, more than just skincare and cosmetics. "Mary Kay did not do cosmetics. Mary Kay set up this company to enrich the lives of women, to develop the company? Of course. Our products are as competitive and savvy as others in the world wouldn't have survived forty-six years," KK says. "But the purpose is something deep strength of the company lies, that's what separates us from other direct selling companies."

He cites the example of Gu Mei, a Chinese woman who had to singlehandedly raise her daughter as a hairdresser's assistant in 1995, only earning from tips meted by custom advertisement by Mary Kay, she was accepted and trained as part of the first batch of consultants.

Today, Gu Mei is one of the national sales directors – the highest rank amongst the company. Her daughter is an undergraduate at King's College in London. "Who in the world would be able to, fifteen years down the line, be a hairdressing salon lady and single mother would be able to, fifteen years down the line, be one of the best and most expensive universities in the world? That's the kind of dream we have," he exclaims.

### A sisterhood of entrepreneurs

Being a Mary Kay beauty consultant is, essentially, being the boss of a "mobile retail store" which are salaried, beauty consultants earn based on what they sell, as well as the commissions on the products they recruit to sell.

"We are a selling proposition, we're not a recruiting proposition," says KK, addressing the common criticism that Mary Kay is simply another run-of-the-mill pyramid scheme. "The difference between a pyramid scheme and a legitimate business kind of operation is basically: Is there a product, is the product real, and is there a real market for the product? If the answers are 'no', that becomes a Ponzi. If your answers are 'yes', that's a legitimate way of retailing."

He adds, "We train every single beauty consultant on how to sell cosmetics, how to manage a business, how to love to get together to try new things. And in the process, if they buy from you, fantastic."

For entrepreneurs to start their own business as Mary Kay beauty consultants, all it takes is a kit which contains products worth S\$250, which beauty consultants can use for product demonstration. "It's so affordable because we want you to be able to start your business with low cost, so you can make money, you'll find that it's very profitable," KK shares.

Moreover, because the spirit of helping others unconditionally has permeated through the company, there is a strong sense of unity shared amongst Mary Kay staff and beauty consultants.

"My top saleslady in China is 37 years old and makes US\$800,000 a year. But she is not a saleslady. She always talks about what we must do to love others, to care for others, to train others, to help others, whereby I help my sisters become successful. And in the process of helping my sisters become successful," he says.

### Empowered in the workplace

At Mary Kay, it's never about the money. Instead, the company emphasises the importance of family, second, and career third".

"One of the sad things about the direct selling industry is you have a lot of people who are chasing quick money. But Mary Kay never believes in quick money. Mary Kay always believes in long-term money. She states. "But if you work hard and are successful, then money comes automatically. Money is always the result."

However, achievements do not go unrecognised. The company rewards beauty cor with a trophy on wheels – the Pink Cadillac. Although the car differs from country to c same – Mary Kay’s signature pearly pink. “This has happened everywhere in the Singapore,” KK says. “In China, there are about five hundred pink cars on the road rig

Ultimately, whether you’re a corporate employee in the Mary Kay office or an inde career linked to the Mary Kay culture leaves you empowered to in turn empower othe

“If what you want to accomplish is in line with what the job can offer, than you becom in your work. This is what happened to me in Mary Kay,” he concludes emphatically.

Visit [www.marykay.com.sg](http://www.marykay.com.sg) for more information.



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