

Name: _____ Home #: _____ Cell/Work #: _____

FOLLOW UP AND FOLLOW THROUGH FOR RESULTS.....

Hi _____, this is _____. Do you have a minute or are you busy with your family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of (completing my Power/Perfect Start) (earning my car) (finishing my STAR). I really appreciate your taking time to help me toward that goal! Thank you!

Did you have a good time last night? _____

What did you like best? _____

Did you learn anything about skin care and glamour that you didn't already know? _____ What was it? _____

Were there any products that you didn't purchase last night that you can't live without? I'll be doing deliveries later on in the week and I'd be happy to drop by anything you are in need of: _____

As you listened to the Mary Kay marketing plan, and the opportunity it offers to consultants, what impressed you the most about what you heard? _____

At this point she'll usually say something like: Well yeah, but I really don't have any time right now or I could never sell anything or some sort of objection! Overcome every objection with a question. See below. After you ask each question and get an answer from her, you MUST follow it withGreat....what would keep you from getting started today, or what else would hold you back?! This is critical. You must ask for the agreement after each objection is overcome! You can't just overcome the objection and stop!

1. I have never sold anything before.

2. I already have a full time job.

3. I do not have any money.

4. I am too busy.

5. My children are too small.

6. I love my job.

7. I have never sold cosmetics.

8. I think I will wait until school is out.

1. Great! You will find the products sell themselves.

2. Super! That means that you probably know some people that you could offer a free facial and that could help you with your first classes, and besides I am not asking you to quit your job, just to consider Mary Kay.

3. That is just the reason why you need this career. How much longer do you want to be with out a \$100?

4. I am a busy person too and that is why I chose you, because busy people make the best consultants. They are the most organized and know how to manage their time.

5. Great! You are going to love the flexibility Mary Kay offers. You really do schedule the hours you want to work. You can schedule your job around your family and not the other way around. That is Otherhood, which is a mother who is always gone; Smotherhood, a mother who is always home; and motherhood, the best of both worlds.

6. Great! Could you use some extra money? And really, how do you know you will not like this as well? You owe it to yourself to at least hear all the facts.

7. Great! Because your training is all free. If I could teach you to do exactly what I do, do you think you could learn? And then in turn, teach other women?

8. You are right! Summer is a great time to start. But you really should get your starter kit and training out of the way so that when summer comes you will be ready to go.

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| 9. My husband does not want me to sell or do this job. | 9. I think it is great that your husband is showing an interest in your career. But how can he make a decision for you without knowing all the facts. He owes it to himself and to you to at least listen. I am sure that when he hears the marketing plan, he will be all in favor of your starting this career. In the meantime, have him call his stockbroker and get his evaluation of the company. |
| 10. I think I am too shy. | 10. I know how you feel. I feel the same way too. But I found that once I had completed my training classes I was feeling quite confident. Mary Kay really is a free Dale Carnegie Course. I have never met anyone who wants to stay shy for the rest of their life. And of course, our Skin Care Classes limit the class size to six. |
| 11. I am afraid to stand up in front of six people. | 11. I know how you feel: I felt that way too but found that my first few classes were with friends and it helped me relax. Remember, your training is all free and you get the best in the company. You can also do single or double facials. |
| 12. I know someone who did this and failed. I'm afraid that will happen to me. | 12. It is too bad about your friend, But it is unwise to judge your success or failure on what she did. We are not in the business of selling cases, I don't make a dime unless you do. It is my responsibility as your recruiter to help you get on your feet. I believe in you and believe you will do great! |
| 13. I do not wear makeup. | 13. Great! Because Mary Kay's greatest business is in the basic skin care. And I know you are interested in taking good care of your skin. |
| 14. I'm a single parent and need the security of a job. | 14. That's why I thought of you! In this career, your finances are not based on someone else, but your abilities to make as much as you want. If I could show how to make \$750 per month, do you think you could come up with \$100? In this company, you can really determine your own security. Isn't that exciting!!! |
| 15. I really don't know anyone. | 15. That's great! Because this career will give you an opportunity to meet so many people. All you need to know is one person, because that's how it starts. One person tells another person and so on. |
| 16. We only have one car. | 16. That's ok. You will find that with the flexibility of scheduling your Mary Kay business, you will be able to work around your one car. Could you get excited about earning your very own free car or buy one yourself? |
| 17. I cannot be like you. | 17. I do not want you to be like me. But instead, the best that you can be. It takes all types to teach all types. |
| 18. I hate those parties. | 18. I do not blame you, so do I. Isn't it great that we are professional and teaching skin care. We always limit our classes to six people so that we can give personal attention. |
| 19. I do not want to obligate friends. | 19. I know how you feel. I felt the same way too but what I found that once they tried the product, they were thanking me for sharing it with them. You see, there is not a finer product on the market and your friends will love it. They really ought to be grateful that you included them in your first classes. |
| 20. I am afraid to ask people to have "Parties" for me. | 20. I know how you feel; I felt the same way too, but I found the training classes really helped me. After I had read the Career Essentials and went to the classes, I felt more confident to call my friends. Besides you only want their opinion to compare Mary Kay to what they are using now. The facial is free. |