

Week 3

FIVES FOCUS FOR THE WEEK OF _____

“IT’S NOT HOW MUCH YOU WORK: IT’S HOW WELL YOU WORK CONSISTENTLY!”

1. Five new contacts daily (Business cards, referrals, warm chatter...)

Monday	Tuesday	Wednesday	Thursday	Friday

2. Five customers contacts daily (Calls for reorders, Preferred Customer Program, to invite...)

3. Five interviews weekly (Individual, “practice”, guests...)

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4. Five classes weekly (Booked by this Friday for the following week...)

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5. Five TimeWise sold weekly (Think of your multiplying reorder business...)

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If you fill in every line with a name, your business will take off like a rocket!! Challenge yourself to focus on these fives and improve your “score” every week!!

Scores: Last week _____ This week _____ Goal _____

Team Building...Who is a quality prospect?

One of the benefits of being a business woman with Mary Kay is the fact that we have the opportunity to choose who we would like to work with! Working with women who are physically, emotionally, spiritually and financially healthy will provide for a strong team and dynamic future Unit! **When determining whether or not to interview a candidate for your team, take an objective look at her and ask the following questions of her (to yourself). Remember, our business works best on RULES rather than exception.**

<u>RULE</u>	<u>EXCEPTION</u>
<input type="checkbox"/> She pays the mortgage payment monthly.	<input type="checkbox"/> She rents an apartment or lives with family.
<input type="checkbox"/> She has available credit and uses a checking account.	<input type="checkbox"/> She pays only cash.
<input type="checkbox"/> She has a support system (husband, family, etc).	<input type="checkbox"/> She is a single mom or has no support system.
<input type="checkbox"/> She has purchased a Skin Care System.	<input type="checkbox"/> She has purchased just 1 or 2 items.
<input type="checkbox"/> She has integrity-holds appointments made.	<input type="checkbox"/> She's cancelled or rescheduled an appt with you.
<input type="checkbox"/> She has in depth questions about Mary Kay.	<input type="checkbox"/> She has vague interest in knowing about Mary Kay.
<input type="checkbox"/> She asked how many hours you work.	<input type="checkbox"/> She asked you how many hours do you HAVE to work.
<input type="checkbox"/> She asked how much inventory is best.	<input type="checkbox"/> She asked if you HAD to have inventory.
<input type="checkbox"/> She would do things the Mary Kay way.	<input type="checkbox"/> She looks for shortcuts, curses and speaks negatively.
<input type="checkbox"/> She has high standards for her appearance.	<input type="checkbox"/> She places little importance on her appearance.
<input type="checkbox"/> She could write a check today for her Starter Kit.	<input type="checkbox"/> She has to wait to save money for her Starter Kit.
<input type="checkbox"/> She has expressed a desire to want to make a change.	<input type="checkbox"/> You have impressed upon her a need to make a change.
<input type="checkbox"/> She is an optimist (the glass is half full!).	<input type="checkbox"/> She is a pessimist (the glass is half empty).
<input type="checkbox"/> She is 25 or older.	<input type="checkbox"/> She is 24 or younger.
<input type="checkbox"/> She has a bright cheerful spirit.	<input type="checkbox"/> She doesn't smile often.
<input type="checkbox"/> She has a passionate quality about her.	<input type="checkbox"/> She reveals little emotion.
<input type="checkbox"/> She enjoys a challenge.	<input type="checkbox"/> She would rather be a follower.
<input type="checkbox"/> She maintains strong eye contact with you.	<input type="checkbox"/> She finds it difficult to look you in the eye.
<input type="checkbox"/> She has been highly successful in previous endeavors.	<input type="checkbox"/> She has half heartedly pursued other things.
<input type="checkbox"/> She has a strong work ethic.	<input type="checkbox"/> She lives on public assistance.
<input type="checkbox"/> She loves Mary Kay products.	<input type="checkbox"/> She has never tried the products.
<input type="checkbox"/> She has a great bounce-back ability.	<input type="checkbox"/> Obstacles tend to stop her.
<input type="checkbox"/> She is a decision maker.	<input type="checkbox"/> She often has to ask others for their opinion.
<input type="checkbox"/> She has a strong self confidence.	<input type="checkbox"/> She often seeks approval of others.
<input type="checkbox"/> She uses her children as a reason to begin.	<input type="checkbox"/> She uses her children as an excuse not to start.
<input type="checkbox"/> She owns a car.	<input type="checkbox"/> She owns no car or only has one in the family.
<input type="checkbox"/> She purchased her products in full.	<input type="checkbox"/> She used the payment plan.
<input type="checkbox"/> She is emotionally centered.	<input type="checkbox"/> She allows her emotions to run her.

QUALITY PROSPECT: 20 OR MORE IN THE RULE COLUMN.

Desirable Prospect: 15-19 in the Rule Column.

An Exception: Less that 15 in the Rule Column.

She's more likely to be a good customer. Ask yourself, "If my team consisted of all Consultants just like this prospect (An Exception), would I have a successful, professional and goal oriented team.

Interview Communication Sheet

Prospect Name: _____	Date: _____	
Address: _____		
City: _____	State: _____	Zip Code: _____
Home Phone: _____	Work: _____	Cell: _____
Age: _____	Married _____	Children: _____

TODAY: I'd like to find out a little bit more about you, then I'll share some about me and my journey in Mary Kay, then I share with you a little bit about the company, ask you if you have questions, and what your opinion is at the end. Fair?

OPENING THE INTERVIEW:

Tell me a little bit about yourself? _____

Family? _____

Job? _____

What do you like most about your job? _____

If you could change one thing about it what would it be? _____

If you could write the ideal career description, what two or three things would be most important to you in your job? 1) _____ 2) _____ 3) _____

Tell me what you know about Mary Kay products or the Mary Kay people?

If you were to ever to consider a career with Mary Kay, what types of things do you feel you'd really need to know about the company to help you make a decision either yes it's for me, or no it's totally not for me? _____

TELL HER ABOUT YOU:

Share the information about your story that is congruent with her "story". Be brief and be sure to tell your story in a way that she will connect with you.

SHARE SOME FACTS ABOUT THE COMPANY:

CLOSING THE INTERVIEW:

Have I answered all of your questions? _____

What either impresses or surprises you the most? _____

What do you feel is your greatest asset? _____

Let me tell you why I think you'd be great...

On a scale of 1-4 where would you rate yourself...

- 1) I wouldn't join Mary Kay if it was the last job on earth
- 2) Thanks for thinking of me, but I'd like to remain paying full price
- 3) I am excited about what you told me and you've really got me thinking! Let me sleep on it and call me in a day or two.
- 4) Ya know what, you are right...I have spent \$100 on worse things...I am a little scared but as long as you are going to teach me...let's order my kit!

24 HOUR FOLLOW UP:

I was so excited to call you! How did you sleep? _____

Did you have any questions since we last talked? _____

Tell me what you think the worst things is that could happen to you by trying Mary Kay? _____

How about the best? _____

Knowing that I would love to have you on my team and that I'd teach you everything I know, is there any reason why we couldn't at least get your Starter Kit ordered? _____

CLOSE THOSE RECRUITS!!!!

I had someone ask me recently, “How do you close an interview?”, especially if you are not doing Something More. Here are the 5 Closing Questions that the wonderful NSD, Cheryl Warfield has always taught her area.

- 1) If you did this, what would you enjoy the most? (Tells you her “hot button”)
- 2) What assets do you have that would make you an asset to Mary Kay? (This is an “interview” question and has her “sell” you on herself!)
- 3) If it takes 2 hours to do an appointment (with Classic Basic) (say “1 Hour” for TimeWise), how many would you hold per week? (Use the weekly planning sheet here to show her how she would have time.)
- 4) If I show you how to do this, could you do it? (Cheryl says that everyone answers “YES” to this because to say “NO” implies that you are not very smart and not trainable. And as she also says, “If you can teach a dog to sit up, I figure you can teach me how to do a SC Class. I’m trainable too!”)
- 5) If I could show you how to make a \$100 and turn it into \$1000 in 30 days, could you find \$100? (See bottom)
- 6) I’d love to work with you...would you like to work with me?
- 7) How would you like to handle it...Visa, MC, check or cash??

To show her how to turn \$100 into \$1000 in one month....

- 3 classes a week (3 Hours) x \$200 class average = \$600
- \$600 x 4 weeks + \$2400 at 50% profit = \$1200 (even at a 60/40% split, that is \$960 profit)

Then ask, “Is that enough?”

I recommend that you copy these questions on an index card and READ THEM! It is ok to do that because then she sees that if you can read, then you can do Mary Kay (Remember, Read, Flip, Squirt!!!)

Now...call 3 people and tell them that you’ve been challenged to do 3 interviews this week and that you need to practice your skills. Would they help you out!!!

INVITING GUESTS TO OBSERVE YOUR APPOINTMENT OR ATTEND MK EVENT

“Hi, _____, this is _____, your Mary Kay Consultant. Do you have a minute? I’ve been thinking of you because with your (great personality, love for people, love for cosmetics, access to so many women, ...whatever fits) I think you’d make a great MK Consultant and I’d like to have you explore it with me. If it’s not for you, then you can be my Talent Scout and I’ll treat you to \$25 in free products for referring me to someone who becomes an active Consultant on my Team. I’d like you to come see more about what we do...is there any reason why I couldn’t pick you up and have you go with me to (class, makeover, or event) on (day)? (Bribe her if you must). I’ll put a \$10 credit on your MK account when you go along with me” (or give her a free lipstick)

After getting confirmation, tell her she’ll be more comfortable in a dress or skirt and set the time you’ll pick her up.

The following scripts are from Director Robin Rowland:

Invite your high Hostess from last week to Success Meeting:

“_____, each week I select a person who has been most instrumental in helping me build my business in the previous week, to attend to our upcoming Mary Kay Success Meeting on _____ night. This week, I’ve chosen you because _____ and I’d love to show you off! Is there any reason why you couldn’t attend _____ night and allow me to give you the recognition and attention you deserve? I’d be honored to have you join me and I’d love to have my Mary Kay friends hear what a wonderful class you held for your friends (or how much you loved the product, et.). May I pick you up about _____ PM?”

Invite a customer from the previous week who wears the product beautifully:

“_____, each week I’m allowed to select someone from the previous week to come to our weekly Success Meeting and model the look that made her so gorgeous! I’d love to show you off and have my Mary Kay friends see you in this look. Would you allow me the privilege? I’ll have a gift for you. May I pick you up about _____ PM?”

Invite someone to come to Glamour Clinic:

“_____, we have an upcoming event on _____ night that I’d love to have you attend with me. It’s a Glamour Makeover Night where you’ll have a chance to play with all of our new colors (or a new look). I’d enjoy having you as one of my special guests. May I pick you up about _____ PM?”

What to say when you pick her up:

“It’s a privilege to have you as my special guest. You know, I’ve been thinking about you all week since we were together. I hope sometime during our program or perhaps even afterward, that you’ll get to hear information about our career because you certainly have some of the special characteristics that we look for when we offer our career to a woman. Would you be open enough just to hear, knowing there is no obligation to either one of us?”

Follow up is the key! Call her the next morning no matter what!

“I wanted to thank you for joining me last night! Did you think about Mary Kay after you got home? Did you get enough information to know how to consider this for yourself?”

If she needs more information, schedule a time within 48 hours to see her with more and close.

NOTE: YOU’LL GET OBJECTIONS. Simply agree, “Well, _____, you’re probably right, but why don’t you come and listen? I’ll bring you a free _____ (eye shadow, lipstick...) as a thank you for your time. If it isn’t for you, you can be my Talent Scout.” **The object is to get her there!**

GREAT GUEST FOLLOW UP

After being at a Mary Kay Event, a guest usually leaves having seen something that piqued her interest in our career opportunity. Timely follow-up is imperative! There is a definite “cooling off period” after a couple of days.

Your director may follow up for you—but she may be traveling or too busy to get back to her right away. It is up to **you** to check in with her in the next 24-48 hours! Beyond that, there is time for fear to set in, or let someone else “rain on her parade” and discourage her from starting. How often have we heard a prospective recruit say, “yes, I was very excited and thought about it the next day, but when I really took the time to think about it, I realized that (insert your favorite objection.)”

Here’s what to say when you call them:

1. “Jane, I wanted to call and thank you for coming with me Monday night. I really appreciated your taking time out of your schedule. It meant the world to me!”
2. Can I ask you a couple of quick questions? We like to get our guest’s feedback on our events. We are always striving to make them better! First, what did you like best about the event? (listen & respond) Okay, next if you had been in charge of the event, is there anything you would change about the way it was ran? Pause, I really appreciate that! You know it’s been ___ months/years since I’ve been a guest. I forget what it’s like to see our meetings through your eyes!
3. “Well, last but not least, Jane, I’m dying to ask you this. Did you find yourself thinking about Mary Kay the next day? Whether she says yes or no, got to number 4. (If she says no, say “Really? Like you are very surprised) then go to #4.
4. “Is Mary Kay something you would consider doing yourself?” If she says yes, say “Great! Your first step would be to order your Starter Kit and attend your orientation class which is coming up on (___date___) (whatever day your director is holding it next). STOP HERE let her talk next!!! She’ll either say Okay!!! (then you set up a time in the next few hours to pick up her agreement get it ASAP before someone else says something to rain on your parade!) Or, she’ll give you an objection. Try to overcome it.

If you can’t overcome her objection—leave her with the next step. She will need to be layered. Tell her your director might be calling her to follow up too. And/or invite her to the next event, give her a video or audio tape. At least you know what it is that’s holding her back and your director will be ready to overcome it when she follows up.

You’ll want to call your director RIGHT AWAY and report your “findings” to her so she’ll be prepared when she talks to her.

If you tell she’s a very firm no, say: “Well, MK isn’t for everybody and I want you to know that I appreciate your honesty. But, maybe now that you know a little more about Mary Kay, you can be a “talent scout” for me. You are such a neat person, I’ll bet you know a lot of great women. Can you think of anyone that you do know that might enjoy hearing about this opportunity? PAUSE Well, keep your eyes and ears open for me, because if you refer someone to me who does become a consultant, I’ll have a really nice gift for you. I want to thank you for helping me with this, and I want you to know that I look forward to taking good care of you as my client, okay?”

If you feel she’s a potential in the future, leave the door open by saying: “Jane, would it be okay if I check back with you in the future to see if your situation has changed?”



Mary Kay offers Second Chance!

I hope this letter finds you and your family doing great! Because you were at one time an active Mary Kay Beauty Consultant, I want you to be aware of the Second Chance Offer available to you from Mary Kay.

Second Chance means that you can re-instate your status as a Consultant by completing a new Agreement and submitting a payment of \$20 plus tax and shipping.

Here's what you will receive:

- NEW! On the Go Tote Shown Right
- TimeWise Sampler Packets (6)
- TimeWise sampler cards (6)
- (1) NEW Face Case All-In-One Mirror & Tray
- The Look (pk./10 Current Issue)
- (1) Section 2 Catalog
- Starting Points Training Booklet & Audio
- (1) Something More Brochure
- Other miscellaneous brochures



You will receive a *New Consultant number* as well as *New Consultant Status* which makes you eligible for all promotions and bonuses available to New Consultants!!! It is a fresh start with Mary Kay.

I have enclosed a Look Boo, an Agreement, and an order booklet for you to browse through, as well as a TimeWise Sampler Card for you to try. I am also enclosing information on the new starter kit as it has had quite a makeover! Depending on how long ago it was that you were a consultant, you may find that starting with the NEW starter kit may better suit your business needs.

Mary Kay has always been on the cutting edge in the Cosmetic Industry and I'm sure you'll see proof of that in the current issue of The Look! *Be sure to check out the TimeWise Skin Care, the New Supplements, and the NEWEST Velocity products!* They are geared for the young (age 14-22) or the young-at-heart!

A Career with Mary Kay keeps getting better and better! Whether you are looking to pursue this opportunity on a more part time or full time basis, I would love to hear from you, answer any questions you have, and assist you in giving yourself a Second Chance with Mary Kay. Please feel free to phone me if you have any other questions.