

# 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?

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?

**Have you ever thought about doing anything like Mary Kay, part-time for extra money?**

I'm not the sales type.

Would you believe that probably 90% of women who start Mary Kay are not the sales type?

OR

If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it?

If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay?

I don't have time.

If I could teach you how to earn an extra \$100 per week—that's \$400 per month—working 3 hours a week, and eventually double that to \$200 a week, could you find 3 hours?

No, I'm really not interested.

Let me ask you a question. Could your family use some extra income?

I'm too shy.

OR

Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business and have done very well?

Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness AND makes you money in the process?

I don't wear makeup.

Do you feel that skin care is important?

Would you be surprised to learn that the majority of products that we sell are skin care and body care rather than makeup?

I need to talk to my husband.

What will he say?

He won't want me to do it.

May I make a suggestion?

Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity, so after you buy your kit, you'd like him to come to orientation with you and get his opinion of the business as well. Then when you come to orientation with my director, both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that?

Would you agree with me that our husband's are usually supportive of our decisions once they knew it is important to us? Just let him know this is important to you. (set a time to call her back)

I don't know anybody.

Do you know one person who might be a practice face for you? If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn?



He'll say to do whatever I want.

So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great. When will you be able to talk to your husband? (set a time to call her back)

Aren't there too many people selling Mary Kay?

Have you been in Dillard's or the Jones Store lately? Have you noticed how much floor space is given to cosmetics? As long as all those department store brands are being purchased, there is still a huge opportunity for additional Mary Kay consultants. We currently have 10% of the market. 90% of the women you know wear other brands. We don't compete with each other. Our competition is at the mall or at Walmart!



She has a bunch of objections and you can't get her to say yes or no.

(in a soft voice) May I ask you a question?

Do you think you're just scared?

Well, what's the very worst thing that could happen to you? (wait) Do you want to know what I think?

I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life...does that scare you?



**Great!**  
**What would keep you from getting started today?**

## RESPONSES for COMMON RECRUITING OBJECTIONS

By anticipating objections, you put yourself in control of the recruiting interview. Here are some of the most typical objections with suggested responses to overcome them!

- **“I can’t sell.”** If I could teach you how to become a Mary Kay Beauty Consultant, you could learn couldn’t you? We don’t want salespeople, we want women like you to teach skin care and color. Mary Kay products sell themselves! As women, we are constantly sharing the benefits of a special hair-dresser, a special dress shop, or a great recipe. Doesn’t it make sense to share the benefits of Mary Kay skin care and glamour? Everyone is going to be asking you what you use, so might as well give them a great tip and get paid for it, too!
- **“I don’t have the time.”** I can appreciate that because I choose to be a busy person, too. That’s why I selected you—busy people are the happiest and they seem to get the most done. If I could show you how to turn 5 hours of work into \$150 to \$250 profit each week, could you find that nine hours? That extra money would come in handy, wouldn’t it? Let’s fill out a weekly plan sheet and I bet we can find two time slots in your schedule for holding beauty shows.
- **“I don’t have the money.”** Great! That’s the best reason of all for joining Mary Kay! You know, even if you had the money I would suggest you take out a bank loan to start your business off right. You have to pay the bank back, but you probably wouldn’t pay yourself back! A bank loan with monthly payments makes you feel more professional about your business, teaches you self-discipline, improves your credit and has interest you can deduct on your tax return. Besides, the interest on the money you borrow is far less expensive than ordering product without the full 50 percent discount and the costs you’d incur by delivering product two weeks after you’ve sold it.
- **“I’m just not the Beauty Consultant type.”** It’s the inner beauty of a person that makes her a success. We have a prize-winning recipe for beautiful skin and all you have to do is share it, teach it to other. There are so many women out there who would love to finally learn how to take care for their skin. If I could teach you do what I do, you could learn, couldn’t you? I think you’d be great or I wouldn’t ask you to join Mary Kay.

- **“The time just isn’t right for me now.”** You know, that’s like saying that once all the traffic lights have turned green you’ll begin your trip home. You’ll never get home waiting for circumstances like those! The time to do anything will never be perfect, but we weigh the pros and cons and make our decisions anyway. Most people can make a decision within 24 hours; can I call you tomorrow for yours? I’m filling spaces for a training session next week and I need to submit your name to my Director to reserve your place.
- **“I need to think about it.”** You know, if Mary Kay interest you, why not give it a try? With our product buy-back guarantee you have almost nothing to lose and everything to gain! Sitting on the fence of indecision is very uncomfortable. Let me reserve your place in our unit training session next week and let’s work together to make Mary Kay work for you!
- **“I need to pray about it.”** I can appreciate you wanting the manner in which you spend your time and talent to be in accordance with God’s will for your life. In Mary Kay, we are changing lives. You can have the greatest opportunity in the world to touch people and literally change lives for the Lord as well as for Mary Kay. To give people positive hope, a healthy self-image, to give children a chance to grow in a home with confidence and love—surely that is God’s work!
- **“I don’t want to impose on my friends.”** I can understand your feeling that way, but let me ask you, did you enjoy your facial? Do you like our products? Did you buy the products for yourself or for Susie’s benefit? Did you feel imposed upon or were you eager for the skin care class and eager to take your products home? You’ll be providing your friends and acquaintances with a valuable service, and they’ll appreciate it! Let’s make a list of people you know who would enjoy a complimentary facial.

*Be sincere in overcoming your prospect’s objections and you will gain her trust. Turn her objections into reasons why she should join! Learn to ask questions and listen patiently, and don’t overwhelm your prospect with too much information. Learn these responses to recruiting objections and you can soon be on your way to Directorship!*

# ***YOU WERE MEANT TO BE "DEBT FREE"!***

By: National Sales Director, Linda Toupin

Wondering how you can start a business when you are already in debt? Here is how you can start your business and use Mary Kay to pay off ALL your debt!

## **Sell \$200 per week = \$800 income for the Month**

- Take \$100 to pay loan for your MK business (Leaves \$700)
- Use \$400 to replace product sold (Leaves \$300)
- Give \$100 to yourself (Have Fun!) (Leaves \$200)
- \$200 to pay off other debt

## **Sell \$300 per week = \$1200 income for the Month**

- Take \$200 to pay loan for your MK business (Leaves \$1100)
- Use \$600 to replace product sold (Leaves \$500)
- Give \$200 to yourself (Have Fun) (Leaves \$300)
- \$300 to pay off other debt

## **Sell \$400 per week = \$1600 income for the Month**

- Take \$100 to pay loan for your MK business (Leaves \$1500)
- Use \$800 to replace product sold (Leaves \$700)
- Give \$300 to yourself (Have Fun) (Leaves \$400)
- \$400 to pay off other debt

## **Sell \$1000 per week = \$4000 income for the Month**

- Take \$100 to pay loan for your MK business (Leaves \$3900)
- Use \$2000 to replace product sold (Leaves \$2000)
- Give \$300 - \$1000 to yourself (Have Fun) (Leaves \$1000 to \$1700)
- \$1000 - \$1700 to pay off other debt

### Rapid Debt Reduction Plan:

- ✓ Write down all debt, numbering them 1-10 from the smallest to the largest
- ✓ Start paying off the smallest one first, making payments as large as you can.
- ✓ Make minimum payments on #2 through #10
- ✓ When debt #1 is paid off, start paying big payments on #2 and continue minimum payments on #3 through #10

***As in all things in LIFE...Consistency is the KEY!***

## 5 Effective Recruiting Questions

You should have written out and committed to memory, the best closing questions that you've ever heard, because when you are closing a new consultant, you do not want to be stuck searching for the right things to say. It is my strong recommendation that you ask questions. You can tell someone all the benefits of becoming a consultant and they can listen to you and not their head and think to themselves, "O.K. but that's just your opinion." They have not "bought in" to what you are saying. In order for them to "buy in" to a particular idea, they may have to hear the words *in their own voice*. So when you ask someone a questions, and they answer it, they are hearing their own voice. And if they are answering the right question, they will convince themselves. Here are five of the most effective questions you can ask.

The first one is,

**(1) If you don't become a consultant, where do you see yourself a year from now?**

This is a powerful questions because you are asking them to look at what their life will be like a year from now if they don't say yes to this opportunity.

The second most effective question is,

**(2) If you were to become a consultant today, what will be improved a year from now?**

Now the wording in that question is very important. Notice that you didn't ask them what would be different; you asked what would be improved. You also used the word "will" instead of "would" which give a sense of expectation. When you ask closing questions you can, by your choice of question, direct the type of answer they will give you. For this question, they will tell you, in their own voice, what will be better about their life a year from now if they become a consultant today. You're not telling the, they're telling you. And they know the answer. And they'll say it. And they'll hear the answer in their own voice. In the process of that, they will begin to convince themselves that this is what they want.

The third most effective question to ask is,

**(3) What qualities do you have that would make you shine as a consultant?**

They've just told you how their life will be improved and now they are going to tell you why they'd be good at it.

The fourth most effective question is,

**(4) What are the two most important reasons for you to become a consultant today?**

This is also a very powerful question, especially the use of the word "today" which adds a sense of urgency. Because you are asking them for only two reason, they will pick out the two most important things. It might be their family, or children, or finances, or because they don't want to work a job anymore. They're going to tell you now the two most important reason why they needs to become a consultant today. You see, you don't have to convince them if you ask them the right questions. They will convince themselves.

The last question is really a very interesting one, and somewhat tricky to understand.

**(5) It does sound like you'd be an excellent consultant. Is there any reason why you wouldn't give it a try?**

The reason that this question is so powerful is because when they think about giving something a try, they believe that they have options that they're just testing out. They don't believe they are making a decision. In actuality, they *are* making a decision but it gives them the feeling of having an "out". That question, in exactly those words, "Why you wouldn't give it a try?" will allow them to give themselves permission to say yes.