

4 Point Recruiting Plan

Skin Care Classes and pure, unbridled enthusiasm for what we do will provide you with all the Team Members you could ever hope for. I believe each of them has already been chosen for you and the fun is in recognizing them!! Approach every single skin care class that you hold with the goal of recognizing that future consultant. Our 4-point Recruiting Plan has been proven successful for thousands of Consultants all over the world. It can work for you when you follow the plan at every class and believe in its power:

Before every class, ask the Hostess: "Who is coming today who might be interested in doing what I do?" The Hostess has ideally listened to your Recruiting Tape. Ask her: "You've listened to how we make our money, now I want you to see it for real. Why don't you watch me today and see if you could imagine yourself doing what I do? I think you could be really good, I do! At the end of the class, I will ask you for your opinion and if this is something you'd like to do. These ladies will become your first customers and your first appointments —isn't it exciting? A ready made business for you!!"

Give a heartfelt, enthusiastic talk (1 min) on why you began your Mary Kay business. At every class, share with them how you began and what it means to you. What did you do prior to MK and what do you hope to achieve!

Upon completion of your story, ask for a referral. "Mary Kay is looking for quality people to do what I do... squirt, read and smile and we feel there is a future consultant at every class! As you watch me today, if this is something you would ever, ever consider doing, please speak to me at the end of the class and I'll provide you with info to take home with you which will explain us in a little detail!!

Select at least 2 people at every class and offer them the opportunity by sending information with them, set a time to get together and go over information. Give a cassette tape to every hostess but we say during the class: "I can't wait to get your opinion on what MK offers the women of today.

TEAM BUILDING

The Value of Driving a Free Mary Kay Car!



The average car loan is four years and the average monthly auto insurance payment is \$70. In that time you may save the following:

Type of Auto Monthly Payment Savings

Vibe/G6 \$300 X 48 months \$17,760
Aura/Vue \$400 X 48 months \$22,560
Cadillac \$800 X 48 months \$32,160

Save thousands of dollars for you and your family!

This is what could be done with the savings: ̀

Chevy Cruz - \$17,760 =

- 1) College educations for one child
- 2) Family vacations for several years
- 3) A nice down payment on a house
- 4) A nice retirement investment

Camery or Equinox - \$22,560 =

- 1) College education for one child
- 2) Family vacations for every year
- 3) A substantial down payment on a house
- 4) A substantial retirement investment

Cadillac - \$32,160 =

- 1) College education for two children
- 2) WONDERFUL family vacations every year
- 3) A substantial down payment on a GREAT house
- 4) A GREAT retirement investment

**CAN YOU AFFORD TO TURN
DOWN THAT KIND OF SAVINGS??
ALLOW SUCCESS TO BE YOURS
WITH MARY KAY COSMETICS!**