



## Interview Tools

ESD Barbara R. Johnson



Every time I go into my kitchen to cook, I have available to me a variety of tools from which to choose. The tools are ready if I need them, but I don't use all of them every time I cook. *Linda Toupin, NSD*

And so it is with your Mary Kay Interviewing Tools. Take a minute to look at your interviewing tools in the same frame of mind. Choose tools that work with your prospect's behavior style (DISC).

### **All Behavior Styles:**

Actual Product from the Starter Kit (displayed in a vinyl bag from Sec. 2)

Picture of the product in the Starter Kit

Agreement (with your name and unit numbers written in)

Steps to Success Brochure (with cars and career path shown)

Interview Sheet

Pros/Cons List

Welcome Orientation Packet from your director

Dates of upcoming Meetings and Trainings

Names of Adopted Directors

Consider The Possibilities Video Tape

List of prospect's qualities that would make her a good consultant

*Applause Magazine*

Company Recruiting Literature

Copies of 3 Weekly Summaries (Best, Average, Reorders only)

"Why Sell Mary Kay" Sheet

Most recent *Look Book*

Choices Audio Tape

### **Especially the "I" Behavioral Styles:**

Unit newsletters with pictures of queens and prizes awarded

Seminar Yearlong Awards Brochure

Star Consultant Quarterly Prize Brochure

Pictures of Seminar, Career Conference, Trips, etc.

**“I” Behavioral Style continued:**

*Inspiring Success* Booklet (African American Prospects) (I's and S's)  
*Become Something More* Booklet (Caucasian Prospects) (I's and S's)  
Seminar Videos  
Newest Trend Card  
*Applause Magazine* Seminar Issue  
Pam Shaw Live Audiotape

**Especially “D” and “C” Behavioral Styles:**

*Advance* Brochure  
*Applause Magazine* (commission pages)  
Tax Worksheet  
Pam Shaw 1099 copy  
Next Step Audio Tape  
Web Site addresses  
Picture of someone picking up their free MK Cadillac  
Pam Shaw Journey Audio Tape

**Especially “S” and “C” Behavioral Styles:**

Weekly Plan Sheet Color Coded  
Date Book Sheet Color Coded (for family time)  
*Designing Your Life* sample page  
*Consultant Focus Folder*  
Weekly Training Schedule  
Consider The Possibilities Video Tape  
Picture of someone picking up their free MK Grand Am  
Choices Audio Tape