

# Recruiting Corporate Women: Waiting for the Opportunity to Knock!

Thank you Bonnie Rogers

Here are 10 tips on recruiting and the recruiting interview. They are simple but very pertinent and right to the point. They will help you see the interview from your prospective recruit's point of view.



1. Don't prejudice. You'll want to give her the opportunity to make her decision. If she is already rich, she may need Mary Kay for personal growth. If she is successful, she can be successful through Mary Kay without compromising her priorities. If she is busy, busy people get the most done. If she needs money, that's why she needs Mary Kay! If she can borrow the money for her showcase and/or inventory, she can repay that loan from her Mary Kay profits, not her already tight budget. Remember, many NSDs had little or no money when they started!
2. Keep it simple! She wants to know three things:
  - Will I like the business?
  - How much money can I make?
  - How much time will it take?Answer those questions.
3. Concentrate on her. Keep yourself out of the picture. You'll want to explain what each avenue of income will mean to her, using her situation as an example.
4. Ask positive questions. Ask questions to find out what excites her: Tell me a little about yourself. What do you like most about what you do? What do you like least? What interests you the most about a Mary Kay career?
5. Don't be afraid of questions. The more questions she asks, the more interested she may be. Listen to her question, restate her question, and answer her. If it is an objection, you'll want to use the feel, felt, found technique - I understand how you feel, I felt that way too, and I found that ...
6. Don't be afraid of no. Everyone has them and the world doesn't come to an end. "If you don't ask, you won't get a no, but you can be certain you'll never get a yes!"
7. Always follow up! Unless someone says absolutely no, they may be scared and need more information. Let them know you are thinking of them. Call them and thank them again for being your guest. You don't want time to slip away before you follow up.
8. Don't be afraid of inventory. Tell prospective recruits that you decided to stock inventory from the beginning because it enabled you to provide on-the-spot delivery. You may want to tell them that they can make that decision after they decide they want to become a Consultant. It isn't a requirement to have inventory, so their first decision simply needs to be their commitment to begin.
9. Bring a guest to everything! Ask someone to come as your model. Ask her because she was your high hostess last week. Ask because you want to share your unit meeting with her. Ask for whatever reason, and bring a guest to everything! You'll never know whether she'll love it unless you bring her.
10. Don't be like the man who approached W. Clement Stone and asked for referrals. Stone suggested he use the phone book since there were lots of people there. The man assured him he couldn't do that but knew he could sell if Mr. Stone would give him some leads. He left with a list the secretary prepared and was back a week later raving about his results and asking for another list. He was again advised to go to the phone book and again said he could never do that. "But you just did," was Mr. Stone's reply. "I asked my secretary to take one name from the A's, one from the B's, etc."

*There is no shortage of people, but there is often a shortage of belief. If you can aim for the moon, you'll land amongst the stars!*

Many professional business women today, especially those between the ages of 30 and 50, feel that the time to establish a good retirement income is running out. Salaries that looked good 10 or 20 years ago buy less today. Many of these women are bored with their careers and can't imagine doing the same thing for another 15 years (or are afraid their career will end before they can retire). They are tired of the long hours away from their families that the corporate world expects. Often they are subjected to a lot of stress with little fun, excitement or recognition. If they begin to look for another job, they encounter other people who will work for less and are younger. Many are discovering that their secure jobs aren't really secure. Thousands of communication, banking, oil and gas company employees found this out the hard way.

Where can you find these women? They are bank vice presidents, real estate agents, secretaries. They work in doctors' offices, schools, department stores. They are everywhere. Look around you!