

As I am closing the class and doing the individual consultations with each guest present-I total her sale and offer her \$10 off of her purchase at that sale in exchange for her time.

I tell her, " I am in a challenge to share company information with 10 women this week. Just for listening, you would be helping me reach my goal, and I would like to give you \$10 off tonight because I appreciate your ears and your time. Now I know that Mary Kay is something that you probably would never consider-and that's OK. I'm not trying to recruit you. (Smile.) I will just share info and let you make that informed decision after you've heard the facts. Now-for \$10 off tonight-will you help me? (Smile and HUSH!) "



The FIRST thing that I do is ask questions about her and her life/family. I don't immediately use "sentence/sentence/sentence" about the company. I let her know that SHE is my interest today and would never want her to feel that I am there to "recruit" her. I bring out a piece of recruiting literature to share with her.

I then explain the start up cost for the starter kit and all that is included for the price. I do explain the profit / commission levels.

I also ask what she is making at her current JOB. I explain that it is a personal question- I know- but I would like to show



I tell her that there is no pressure-I am just informing her about ALL that she can get for FREE on her initial order. I used to be terrified of opening my mouth about inventory for fear of being pushy or having them think that I was after their money. Then I grew up and became a businesswoman and realized that through Mary Kay I am offering a lifestyle change, and the decision is up to them-NOT ME! I am loving the recruiting part of my business. It just feels so good to work with women at this level and know you're giving them an opportunity to change their lives.

## TEAMBUILDING: How a DIQ did it!



Thanks Tammy Suggs

They always say yes-because this is exactly how I finished my DIQ! Now, when she says "YES", I say, "Thank you so much for helping me-now what is your schedule for tomorrow-could I meet you for breakfast, or would lunch be better for you?"

We then schedule breakfast or lunch on the next day, and then I give her \$10 off right then and there. I have found that by giving her \$10 off prior to her appointment with me-she has an obligation to meet with me-so she won't back out. And if she does-it has only cost me \$5!!!! No biggie! However-I have not had ONE person to back out on the next-day appointment.

her how Mary Kay could make her \$ faster and with a lot less stress. Ladies always provide me with bring-home pay info and I compare hour-to-hour; then I explain that realistically they would not work Mary Kay 8 hours straight every day-because they DON'T HAVE TO!!!! YEAH! The whole process takes me about 30 minutes. I just compare money to money, hour to hour, stress level to stress level, and at-home time with their family. The difference is usually HUGE, and so they see why Mary Kay could be great for them. After all-they just came to listen-right???? HA!



That's pretty much it! Really laid back and relaxed. Once I have her check, if I have time, I then explain the benefits of stocking inventory. I pull out the Inventory Options brochure and show all levels beginning @ \$3600 Wholesale down to \$600. NEVER mention a \$200 at all. If there is not time today, leave the brochure with her, and you or your director can call her once she has had a chance to look at it. If she is hesitant on inventory-I send her home with the Inventory CD and meet with her within the next 24-36 hours for another little while. Usually that closes them out and they fully understand the value of inventory; then it is just a personal decision as to what she plans to do with her personal business.