

## *Mary Kay Cosmetics*

Can you believe that you have been building your business for this long? Doesn't it seem like yesterday you were just dreaming of owning your own business? Well, you are like other women. There are other women out there looking for open ended opportunities and don't know where to turn. Women who are surfing the net looking for what you have already found.

By now you have already earned your Pearls of Sharing and are ready to practice what you have been observing. You will need the tools to show other deserving women how a career in Mary Kay can work for them.

You will need the tools and you can find most of them on 2 different websites. First, [www.marykayintouch.com](http://www.marykayintouch.com), go to LearnMK to Team Building to find Company literature. Second, [www.myunitsite.com/mrowe](http://www.myunitsite.com/mrowe) password is money and go to "Sharing the Opportunity" you will find a recruiting notebook which I use. It is listed as Recruiting Notebook 1.

(You can send it to an OfficeMax via the internet to be color copied and we receive a discount for being associated with Mary Kay Cosmetics.) I can work with you to set it up and teach you how to go through it with your prospects. There is quite a lot of information on these sites for you.

Red Jacket is where you need to be. Just think of 1 recruit is senior consultant, 3 is Red Jacket, 5 is Team Leader and 8 is DIQ!!!! Do it fast. It is much easier and you deserve to have my position of Sales Director.

Much Love,

Mary Ann Rowe

## Recruiting is an *Action!*

1. Prepare a recruiting notebook. You may purchase one under the Sales Aids section of your Consultant order sheet. Personalize it by adding your own pictures. Carry it with you at all times.
2. Who are your best recruit prospects? They are your customers in your customer file. The very best are your former hostesses. Pull the names of your former hostesses and get the video or tape out to them.
3. Your next sources of recruits are referrals. Always ask your customers, "Who do you know that would be great doing what I do?" If you will use that phrase, then you are not always asking her. Ask her that question each time you deliver, people's circumstances change.
4. Always use the 4-point recruiting plan. Memorize and use it!
5. At your class, during your enthusiastic talk, tell why you came into Mary Kay. Say, "I was told that if I worked 6 or 8 hours I could make \$150...if someone told you that you could work 6 to 8 hours and make \$150, you'd want to hear how they did it, right? I'm in management training and one of my challenges is to do 12 practice interviews this month...this is telling you how we make money in our company...it's probably not for any of you...but you may know someone who would be good...would you at least give me an hour of your time so that I can just get my challenge done...I'm doing dessert and coffee at 6:00, 7:00 and 8:00p.m. next Wednesday night...I'd love to buy you dessert and coffee for helping me out on this one..."

You told her she only needs to listen and you need her to help you out...people want to help winners. When you said, "it's probably not for you", you are saying don't worry about it. You may know someone...let her off the hook.

Do the interviews individually, as one could be negative and influence the others.

Know that YOU ARE IN MANAGEMENT TRAINING AS OF THIS VERY MINUTE!

A good statement to use in recruiting is: "You can laugh about the 8,000 free cars that we have on the road...you can laugh about the diamond rings, but none of you can laugh about the fact that we have more women making over \$100,000 a year than any other company in the world...and I'd like to tell you about it."

Remember that you are only responsible for yourself. We are not responsible for someone else's success or failure. We are responsible for finding good people. GOOD PEOPLE ARE FOUND, THEY ARE NOT MADE. Each one of us makes ourselves.

6. Pass out 5 Business cards each day, and call 5 customers each day!!! Do 5 practice interviews a week. How do you think we get good at anything? It is by practice and repetition. We all learn by doing. Have at least 5 bookings on the books each week. Sell a minimum of 5 basics a week.

At your interview say, "This is only a practice interview (name), and I must document this for my Director. This is our beauty case...Everyone that has come into Mary Kay started with this case. Mary Kay takes a loss on this case at \$100. It is a \$400 value. I need this information sheet filled out...so if you would take a minute and just fill this out, I sure would appreciate it." (People will do what you ask them to do.) You know (name), you have been so helpful to me with this interview. I also have another contest with my Director. I can get the interviews O.K., but this one is more challenging...I have to have 5 guests at a meeting every Monday. Is there a chance that you might help me out? If she interviews with you, sees your meetings, and you don't recruit her, move on.

# Team Building... Who is a quality prospect?

One of the most wonderful benefits of being a business woman with Mary Kay is the fact that we have the opportunity to choose who we would like to work with! Working with women who are physically, emotionally, spiritually and financially healthy will provide for a strong team and dynamic future Unit! **When determining whether or not to interview a candidate for your team, take an objective look at her and ask the following questions of her (to yourself). Remember, our business works best on RULES rather than exception.**

<u>RULE</u>	<u>EXCEPTION</u>
<input type="checkbox"/> She pays a mortgage payment monthly.	<input type="checkbox"/> She rents an apartment or lives with family.
<input type="checkbox"/> She has available credit and uses a checking account.	<input type="checkbox"/> She pays only in cash.
<input type="checkbox"/> She has a support system (husband, family, etc.)	<input type="checkbox"/> She is a single Mom or has no support system.
<input type="checkbox"/> She has purchased a Skin Care System.	<input type="checkbox"/> She has purchased just 1 or 2 items.
<input type="checkbox"/> She has integrity—holds appointments made.	<input type="checkbox"/> She's cancelled or rescheduled an appt. with you.
<input type="checkbox"/> She has in depth questions about Mary Kay.	<input type="checkbox"/> She has vague interest in knowing about Mary Kay.
<input type="checkbox"/> She asked you how many hours you work.	<input type="checkbox"/> She asked you how many hours do you <i>HAVE</i> to work.
<input type="checkbox"/> She asked how much inventory is best.	<input type="checkbox"/> She asked if you <i>HAD</i> to have inventory.
<input type="checkbox"/> She would do things the <u>Mary Kay</u> way.	<input type="checkbox"/> She looks for shortcuts, curses and speaks negatively.
<input type="checkbox"/> She has <u>high standards</u> for her appearance.	<input type="checkbox"/> She places <i>little</i> importance on her appearance.
<input type="checkbox"/> She could write a check today for her Starter Kit.	<input type="checkbox"/> She has to wait to save money for her Starter Kit.
<input type="checkbox"/> She has expressed a desire to want to make a change.	<input type="checkbox"/> You have impressed upon her a need to make a change.
<input type="checkbox"/> She is an optimist (The glass is half full!).	<input type="checkbox"/> She is a pessimist (The glass is half empty).
<input type="checkbox"/> She is 25 or older.	<input type="checkbox"/> She is 24 or younger.
<input type="checkbox"/> She has a bright cheerful spirit.	<input type="checkbox"/> She doesn't smile often.
<input type="checkbox"/> She has a passionate quality about her.	<input type="checkbox"/> She reveals little emotion.
<input type="checkbox"/> She enjoys a challenge.	<input type="checkbox"/> She would rather be a follower.
<input type="checkbox"/> She maintains strong eye contact with you.	<input type="checkbox"/> She finds it difficult to look you in the eye.
<input type="checkbox"/> She has been highly successful in previous endeavors.	<input type="checkbox"/> She has half heartedly pursued other things.
<input type="checkbox"/> She has a strong work ethic.	<input type="checkbox"/> She lives on public assistance.
<input type="checkbox"/> She loves Mary Kay products.	<input type="checkbox"/> She has never tried the products.
<input type="checkbox"/> She has great bounce-back-ability.	<input type="checkbox"/> Obstacles tend to stop her.
<input type="checkbox"/> She is decision maker.	<input type="checkbox"/> She often has to ask others for their opinion.
<input type="checkbox"/> She has a strong self confidence.	<input type="checkbox"/> She often seeks approval of others.
<input type="checkbox"/> She uses her children as a <i>reason</i> to begin.	<input type="checkbox"/> She uses her children as an <i>excuse</i> not to start.
<input type="checkbox"/> She owns a car.	<input type="checkbox"/> She owns <u>no</u> car or only has one in the family.
<input type="checkbox"/> She purchased her products in full.	<input type="checkbox"/> She used the payment plan.

**QUALITY PROSPECT: 20 OR MORE IN THE RULE COLUMN.**

**Desirable Prospect: 15-19 in the Rule Column.**

**An Exception: Less than 15 in the Rule Column.**

*She's more likely to be a good customer. Ask yourself, "If my team consisted of all Consultants just like this prospect (An Exception), would I have a successful, professional and goal oriented team?"*

## ***Team-Building Layering Chart***

Use the chart below to track the different ways you layer your customers with service and team-building information. Remember, not all customers respond to the same approach.

	Name	Uses the product	Is a hostess	Is a preferred hostess	Has a team-building packet	Listened to the 5-minute marketing plan	Attended a guest event	Been interviewed	Given an answer
1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									
9.									
10									
11.									
12.									
13.									
14.									
15.									

## Four Point Recruiting Plan

Skin care classes and collection previews offer the best place to find prospective team members. Mary Kay herself developed the Four-Point Recruiting Plan when she first began holding skin care classes. Since then, it has been used successfully by thousands of Independent Beauty Consultants and Independent Sales Directors.

1. Before every skin care class and collection preview, ask the hostess, Who is coming today who might be interested in doing what I do?
2. Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.
3. Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with the Something More audiotape, then meeting with them to tell them more about the Mary Kay opportunity.
4. Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.



## DiSC® for Team Builders

The response to the following statement might help you ascertain someone's behavioral style:  
*Tell me a little bit about yourself.*

	<b>D</b> <b>Dominance</b>	<b>I</b> <b>Influence</b>	<b>S</b> <b>Steadiness</b>	<b>C</b> <b>Conscientiousness</b>
<b>How she will most likely respond to statement</b>	Will talk about her job and accomplishments	Will talk about herself and what she likes	Will talk about her family and the work she does for family or church	Will ask you to clarify the question, perhaps saying, "What do you mean by that question?"
<b>Characteristics</b>	<ul style="list-style-type: none"> <li>• Results-oriented</li> <li>• Career-focused</li> <li>• Makes quick decisions</li> <li>• Direct</li> <li>• Independent</li> <li>• Self-confident</li> <li>• Impatient</li> </ul>	<ul style="list-style-type: none"> <li>• People-oriented</li> <li>• Recognition-focused</li> <li>• Expressive</li> <li>• Loves to talk</li> <li>• Enthusiastic</li> <li>• Impulsive</li> <li>• Not detail-oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Family-oriented</li> <li>• Security-focused</li> <li>• Loyal</li> <li>• Easy going</li> <li>• Abides by the rules</li> <li>• Friendship is important</li> <li>• Slow to change</li> </ul>	<ul style="list-style-type: none"> <li>• Detail-oriented</li> <li>• Perfectionist</li> <li>• Analytical</li> <li>• Exacting</li> <li>• Precise</li> <li>• Organized</li> <li>• Likes the facts</li> </ul>
<b>What you might focus on during team-building appointment</b>	<ul style="list-style-type: none"> <li>• Leadership and income potential</li> <li>• Independence</li> <li>• Moving quickly up the career path</li> <li>• Be your own boss</li> <li>• Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• Working with people</li> <li>• Prizes</li> <li>• Impact she can have on others</li> <li>• Ability to be creative</li> <li>• Recognition</li> <li>• Seminar</li> </ul>	<ul style="list-style-type: none"> <li>• Keeping priorities in order</li> <li>• Time spent with family and how this will help her provide for them</li> <li>• Friends she will make</li> <li>• Free education she'll receive</li> </ul>	<ul style="list-style-type: none"> <li>• Able to work own hours</li> <li>• Personal growth</li> <li>• Leadership</li> <li>• Will appreciate all educational material available</li> </ul>
<b>Team-building appointment</b>	<ul style="list-style-type: none"> <li>• Short appointment</li> <li>• Be brief, but thorough</li> <li>• Don't dwell on the fluff</li> <li>• Explain marketing plan</li> <li>• Provide direct answers</li> <li>• Outline steps to leadership roles</li> <li>• Let her do the talking</li> <li>• Will probably decide quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Long appointment</li> <li>• Allow time for relationship-building</li> <li>• Let her do the talking</li> <li>• Simple explanations</li> <li>• Don't bore her with details</li> <li>• Ask her lots of questions</li> <li>• Provide I-stories of people who've been successful</li> <li>• Show pictures rather than written material</li> <li>• Will probably decide quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Give simple explanations</li> <li>• Share the facts about how much it costs, how much time it takes, how to get started</li> <li>• Explain how she'll be able to fit it into her busy schedule</li> <li>• Answer questions</li> <li>• Will probably take more than 1 appointment</li> </ul>	<ul style="list-style-type: none"> <li>• Be concise</li> <li>• Build on Company's credibility</li> <li>• Use facts in print</li> <li>• Answer all questions</li> <li>• Explain exactly what it takes to move up the career path</li> <li>• Will probably take more than 1 appointment</li> </ul>

## Phone Interview

Prospect Name:	Home #	Work #
Address:	Cell #	Email

Tell me at least 6 things about yourself:... family, job, hobbies, education, etc.	
1.	5.
2.	6.
3.	7.
4.	8.
What do you like best about your job?	What do you value most in your life right now?
What would you change?	What do you need most in your life right now?

In the next 5 to 10 years, what would be your ideal situation for you and your family?

Interviewer: Have them draw a line down the center of the page to divide it into two columns.  
Use the heading "Marketing" for the left column and "Income" for the right column.

Marketing	Income
<ol style="list-style-type: none"> <li>1. No Territories</li> <li>2. No Quotas (\$200/every 11 months to stay active.</li> <li>3. Golden Rule</li> <li>4. Priorities: God, Family, Career</li> <li>5. Equal opportunity advancement – you decide when to move up.</li> <li>6. 90% buyback</li> <li>7. Flexibility to work when you want</li> <li>8. Own Boss</li> </ol> <p>Tell me the ones that appeal to you the most. (Interviewer: Circle as she speaks)</p> <p><u>NOTES:</u></p>	<ol style="list-style-type: none"> <li>1. FACIALS: 1 or 2 people 50% commission (Average facial = \$100 30 min.)</li> <li>2. CLASSES: 3–6 people, 2 hours work (\$200 average)               <ol style="list-style-type: none"> <li>a. Hypothetically, if you were to run your own business, how many hours a week could you invest? _____</li> <li>b. Multiply the # of classes ____ x \$200 = _____ (Show her the \$\$) = \$_____ in profit!</li> </ol> </li> <li>3. REORDERS: Average = \$300/customer per year multiply the # of customers ____ x \$300 = _____ (Show her the \$\$) = \$_____ in profit!</li> <li>4. Web Page/Internet business – set up \$50/year</li> <li>5. Dovetail/Substitution: 15% Commission</li> <li>6. PRIZES: Quarterly, monthly, weekly</li> <li>7. "LOVE CHECKS": opportunity for 4%,9%,13% (Average = \$200 – \$2000 per month)</li> <li>8. CAR PROGRAM: Vibe – 85% of insurance, tax &amp; plates (\$375/month cash compensation)</li> <li>9. TAX DEDUCTIONS: Home office supplies, car, washcloths, cotton balls, all things for business</li> <li>10. DIRECTORSHIP: 13% commission plus \$500 – unlimited bonus per month. Quarterly up to \$1500</li> </ol>

<ol style="list-style-type: none"> <li>1. Hypothetically, if you were to do Mary Kay, what are your "Personal Strengths" and why would you be good?</li> <li>2. With proper training, do you feel you could learn to do what _____(I) does (do)? _____</li> <li>3. On a scale of 1–10, 5 not counting, what is your interest level? _____ What would it take for you to be a 10?</li> <li>4. Other than fear, what else would hold you back from becoming a consultant? _____</li> <li>5. Is there any reason why you couldn't sign you agreement Today? _____ It takes most women 24 to 48 hours to make a decision – what is a good time to call you tomorrow? _____ (Have Consultant call back or send packet/Choices tape, send to web page, whatever is needed)</li> <li>6. Set-up training, give calendar of events, set date for Business debut, etc.</li> </ol>
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# Team Building With Tapes/CDs!

*Naturally I believe that bringing people to a Success Meeting is a wonderful thing to do, but for those people who you just can't pin down to a time – we've got tapes/CDs! Select from "Team Building" or "Consider the Possibilities" from Mary Kay Cos, "Choices" by Linda Toupin, "Your Future is Now" by Lisa Madsen, etc. Listen to these tapes/CDs first. Then select people to hear it. Review "Tips" listed to ensure that u make the most of your efforts! I'm eager to hear from you! I want you to have every advantage possible in building your business! This will also ensure your **ENHANCER** and **PEARLS OF SHARING!** And, you'll be eligible for a 4%, 9% and 13% Team Commission Check!! I'm supporting your success!*

## Working with Marketing Tapes/CDs as a Recruiting Tool!!

- 1) **Set a Goal!** How many new Team Members do I want to add? How many people do I want to listen to the tapes/CDs?
- 2) **Set a Time Frame!** Enthuse your prospect to listen to your tape/CD within a 24 hour(max 48 hr) time frame.  
Script: "Hi \_\_\_\_\_! I'm so excited! Do you have a quick minute? I've just started my career with Mary Kay and my unit is working to break a company record by having 300 Nationwide consultants and my Director has asked me to select the warmest, sharpest, most wonderful women I know to hear how we make our money. (Name), with no obligation on either of our parts. Is there any reason why you wouldn't be willing to listen to an entertaining tape/CD and fill out a brief questionnaire. It's a tape/CD you can listen to in your car. Can I count on you to give me your opinion?"
- 3) **Confirm drop off time.** Drop the tape/CD off. Provide "free gift" for listening within 24/48 hours. Establish "Pickup" time – Allow 30 minutes for practice interview.
- 4) **Go through the questionnaire.** Ask the questions. Listen. Write her answers. Go over the company marketing. Ask her the ending questions.(I will follow up on any questionnaire mailed or faxed to me) (Have several copies of the questionnaire for your interviews)
- 5) **INVITE her to become a Beauty Consultant** by saying "\_\_\_\_\_, I'd love to work with you. I'd be so proud to have you on my team and in our #1 unit! I know you'd enjoy shopping for your cosmetics at wholesale and I know you'd love sharing them with your family and friends. Is there any reason why we couldn't go ahead and get your started kit ordered? How would you like to take care of it? MC/Visa/Discover/Debit Care/ Personal Check/Cash?" (DO NOT PAUSE UNTIL YOU FINISH)
- 6) **Give her the next step.**  
**If the answer is No** or "no not now" – Shake her hand and get commitment from her that if and when she does ever come in to Mary Kay that it would be on your team. Book her for a skin care class. Ask for a referral.  
"\_\_\_\_\_, now that you know the qualities we're looking for in a consultant and know more about our company, who do you know who might want some free product samples, who would be willing to listen to my tape/CD this week...come to my success event...need some materials by mail if out of town...)"  
**IF ANSWER IS YES,** give her the next step.
  - a. Success Meeting location – (so you can pin and introduce her)
  - b. Ask her what she is most excited about. (**Do Not go over inventory**, go 1 step at a time)
  - c. Make sure she is in on Skin Care, Color, Body Care, Nail Care, etc. (Sell it to her or have her order it after orientation, work with her to get her order in) You or your director will speak with her about inventory.
  - d. Give her a Welcome Packet if you have one. Call me if you need one.

**Congratulations!** Make sure to call me after you get her signed Beauty Agreement! We'll need her name, address, phone, and husband's name(if applicable) so we can get her Welcome Packet to her and start her training!