

MK Basics 5: Get Team Members

- I. **The Mary Kay Career Path** (Resources>Publications>Advance Online) (see handout)
- II. **Understand the Terminology**
 - a. New Consultant (N1, N2, N3)
 - b. Active Consultant (A1, A2, A3)
 - c. Inactive Consultant (I1, I2, I3)
 - d. Terminated Consultant (T)
 - e. Qualified Team Member
- III. **Compare the Difference: Consultant vs. Director Income** (example on wipe board using DIQs #s) **for the SAME work**
- IV. **Set a Monthly Recruiting Goal (without a goal, you'll "hit" it everytime)**
- V. **Do the Math**
 - a. 1 in 5 will say "yes" to being rescued
- VI. **Understand Who You are Sharing With: Personality Types and Team Building...Who is a Quality Prospect?** (see handout)
- VII. **Check Your Attitude: The Mary Kay Emotional Cycle** (see handout)
- VIII. **Go to Your Appointments Prepared with:**
 - a. "BRAVE" Surveys
 - b. Independent Beauty Consultant Agreements
 - c. PMS Packs
- IX. **Dare to Share at EVERY Appointment**

Share during Opening:

 - a. ***I am SO excited!*** *Our Mary Kay team is in the running for the #1 spot in ALL of Mary Kay! Our goal is to sell a MILLION DOLLARS in Mary Kay AND to MAKE HISTORY by debuting as the first National Area in the Brazos Valley this 50th Anniversary year! My personal goal is to _____ (MUST SHARE LONG-TERM GOAL)! There are 3 ways you can help us out, and I promise you'll be able to help with at least one:*
 - b. ***We need customers!*** *My goal is to earn this Star Consultant prize (show pic). When you fall in love with the product today, and notice I said "when," you can become one of my customers! I give great customer service! In fact, everything you try today I have in stock. And, for your shopping convenience, I accept MasterCard, Visa, Discover or American Express. If you are a student, I accept your Mom or your Dad's MasterCard, Visa, Discover or American Express. I also accept cash, check, any combination of the above and creative financing (only if you have a STAR inventory). And, if you are married, I operate on the Husband Unawareness Program (which is a little over here, a little over there, and then you smuggle it in in pieces)!*

- c. **We need faces!** My goal is to put our product on 30 faces EVERY month! Raise your hand if you know 5 people with skin (raise your hand). Great! You can ask them to join you at your follow-up appointment OR you can refer them to me a little later on in our appointment! When you have at least 2 people join you for your follow-up appointment, you'll automatically have your name entered in to our quarterly Crazy for Coach Contest!
- d. **We need consultants!** My goal is to add _____ NEW BRAVE women to my team this month! In fact, Mary Kay is actively putting on more Consultants right now. We can't say that we are "hiring" in Mary Kay, because you actually make the choice to start your own Mary Kay business! And now is the perfect time! We are celebrating our 50th year in business, and we rank #1 in the Nation in sales AND customer loyalty! We out sell everything in the department store and grocery store, even though we are not in department stores and grocery stores! And, we are recession proof! In fact, there are three things that are recession proof: alcohol, tobacco and cosmetics! So, not only are we selling the #1 product, but we are also selling something that is recession proof and consumable! I'm calling Mary Kay "America's Rescue Package!" Mary Kay rescued me _____ months/years ago...
- e. **Share heartfelt "I" story** (how/why you got started with Mary Kay (write it down and memorize it)
- f. Like I said, Mary Kay is actively putting on more consultants right Now. I make it my goal to share the marketing plan with EVERYONE I see, because you never know who might need to be "rescued". **As part of my training, and to get credit for seeing you with my Sales Director, I'll be going through this survey (hold up "BRAVE Survey") at the end of the class.** OK... are you ready to experience America's #1 product?

Share during Group Closing:

1. **Finally, we need to complete your Survey before I meet with you individually.** Go ahead and fill out your name at the top, and then answer questions 1-4 on your own. We are going to "camp out" on question #5.
2. **OK, question number 5 reads, "I make it my goal to share the Mary Kay Marketing Plan with everyone. Below are 12 Reasons to Choose the Mary Kay Career (either spare-time, part-time or full-time). Mark any that appeal to you". At the end, I'm going to ask you your favorite!**
3. **Money:** Can you believe that there are more women earning in excess of \$100,000 a year in Mary Kay than any other company in the US? We boast the highest paid women in America, according to Wall Street Journal. We buy our products for a dollar, and we sell them for two. On average, Consultants earn \$25 to \$75 an hour. We also make money by sharing this opportunity with others. Mary Kay is a dual-marketing company, and not a pyramid company. That means we all make the same on our product (50%). Commissions are paid directly out of the company profits on a monthly basis.
4. **Tax Breaks:** Because you have a home-based business, you can write off a portion of your mortgage, rent, utilities, mileage...even beauty-related improvements (such as nails and hair) are tax deductions.
5. **Job Security:** This is HUGE in today's economy! Because Mary Kay is a TOTALLY debt-free, multi-billion dollar company, our Consultants don't live in fear or our company suddenly declaring bankruptcy. We have total job security! No one can hire or fire us in Mary Kay. Did you know that

more than 50% of ALL Americans have a home-based business for a Plan “B.” Do YOU have a plan “B”?

6. **Career Car:** You probably know about the Pink Cadillacs, or trophies on wheels, but did you know that Mary Kay awards 6 cars—a white Chevy Cruze, a black Chevy Equinox, Toyota Camry and Ford Mustang, and a pink Cadillac CTS and SRX. They pay the car note and most of the insurance, and if we don’t want to take the car, we can take cash.
7. **Advancement at Your Own Pace:** One of the greatest aspects of this marketing plan is that there is NO GLASS CEILING! There are NO POLITICS in Mary Kay! If you do the work, you get it!
8. **Family Security Plan:** Our retirement in Mary Kay is unmatched. My National Sales Director retired having earned \$6 million in her Mary Kay career, and for 15 years, she will be paid in excess of \$50,000 a month. If she were to pass away, it would go to her family for 15 years. The best part of it all is that she doesn’t have to contribute ONE DIME to her retirement. Mary Kay takes care of all of it!
9. **Prizes, Awards & Recognition:** Mary Kay always said that “a woman will work harder for praise and recognition than for money.” I make a joke that if you breathe you get a prize in Mary Kay. We really do believe in praising people to success!
10. **Flexibility:** We have NO quotas and NO territories! You are your own boss! No one will ever tell you when to go to the bathroom, when to take a lunch break or when to go on vacation. And we put God first, family second and career third verses career first, career second and career third.
11. **Personal Growth:** Mary Kay is the BEST self-improvement course that you get paid to take! You will learn to step out of your comfort zone, one face at a time. AND for those of you in college, this is AMAZING on your resume! Because Mary Kay’s marketing plan is the #1 marketing plan studied by Harvard Business School, companies know the skills that you have learned through Mary Kay!
12. **Social Aspects:** When I worked in corporate America, all everyone ever talked about was how broke and tired and miserable they were. And if they weren’t talking about that, they were talking about each other. We don’t tolerate that in Mary Kay. We work by the Golden Rule: doing unto others as you would have them do unto you.
13. **Fulfillment of Helping Others:** All that you pour into the lives of others comes back into your own! As a Mary Kay Consultant, you have the opportunity to, not only change the way someone looks and feels, but you have the opportunity to literally change a life! That is what we call “the paycheck of the heart.” Is your J-O-B fulfilling YOU?
14. **The Opportunity to Dream Again:** Our mascot is the bumble bee, because scientifically proven, it shouldn’t be able to fly with the size of its body compared to the size of its wings. But Mary Kay said that the bee flies, because nobody ever told the bee that it couldn’t. In our company, we will NEVER tell a woman that she can’t do something!
15. **What was your favorite “reason” (go around table)? Do you have any questions for me?**
16. **Just in case you are curious, it’s just \$100, plus taxes and shipping, to start a Mary Kay business (hand out “Starter Kit Information Sheet”)! The \$100 orders your Starter Kit, which is valued at over \$600, and includes more than \$400 in FULL-SIZED retail product. Plus, the business comes with a 90% buy-back guarantee! All you have to do is fill this out (hold up “Independent Beauty Consultant Agreement” and hand out to everyone).**

17. And, I have some EXCITING NEWS for you! Just in case you need to be “rescued,” we’re offering a special signing bonus for the month of _____. You can earn a _____, just for signing up!

18. So, back to your Survey: “Based on the information above, how would you rate your interest level in receiving more information about the Mary Kay career (either spare-time, part-time or full-time)?

- Definitely not for me! I want to pay full price for my products!
- Call me! I want to know more!
- Buy me a cup of coffee or frozen yogurt! Let’s talk!
- Sign me up!

Share during Individual Closing:

1. _____, I couldn’t help but notice that you are interested in receiving more information about Mary Kay either spare-time, part-time or fulltime. What concerns could I address to get you to a “where do I sign?”
2. Send her with a PMS Pack or “Dreams Come True Business Card” and book her follow-up interview with Traci and you (preferably face-to-face, but over the phone is fine too) WITHIN 24-48 hours!!!

The Interview

1. I’m going to tell you everything you’re going to need to know to make a decision about Mary Kay.
2. First, tell me a little bit about yourself. (Determine personality)
3. Share your “I” story.
4. Tell me, if you were to start a business like Mary Kay, what would be your concerns?
5. OK. *Repeat concern. What else?
6. Address all concerns.
7. Did you feel like I’ve helped you feel better about...?
8. Share how you get started.
9. Offer signing bonus and/or decision discount.
10. Hand her an Agreement with pen. All you have to do is fill this out.
11. If she hesitates, address her concerns.
12. If still not sure, give her 24 hours to “sleep on it.” Set up a time to call for FINAL decision.