

**SHARING INFORMATION ABOUT MARY KAY**  
**(Mary Kay Interview)      Nancy Moser, NSD**

1. Ask your prospect to tell you about **themselves!** (i.e. their job, family, kids, etc.)
  - What do they **like** about their current situation?
  - What would they **change** about their current situation? - **(This is her hot button!)**
  - What do you **value most** in your life? (fill out a WPS, with her life on paper)(complete a WPS with her current schedule to see pockets of time to show her where she can fit in this career as you go through facts & figures. \*Then say, "If I only had 15min. to share with you about the Mary Kay benefits for you and your situation, what would you need to know?")
2. Tell them why you joined MK and what it has meant to you personally. (Be Brief!)
3. **Share** with them the 7 key qualities we are looking for in successful consultants - see how many of these qualities they have! The more they have - the better!
  1. **They are busy people.**
    - Therefore, know how to prioritize, are good time managers.
    - The average consultant (73%) works full time, is married and has 2 children.
  2. **They have more month than money.**
    - Therefore, they are motivated to make more money.
    - They are goal oriented and ambitious.
    - They can find access to some money. Women are more creative with finances!
  3. **They are not "The Sales Type."**
    - They're not pushy, but informative.
    - They like people and want repeat business from happy clients.
    - They're not aggressive - attract, not attack.
  4. **They don't know a lot of people.**
    - We know nobody gets rich off of their friends and family.
    - They want to build a business with real customers.
    - Wonderful way to meet new people.
    - Developing clientele is covered in training and with ideas shared at weekly meetings.
  5. **They are family oriented; motivated by the needs of their family.**
    - They don't use their family as an excuse, but as a reason to do well.
    - They want more for their family and want to present a good example to their children.
    - They pass on a good work ethic.
  6. **They are decision-makers, not procrastinators.**
    - There's never a good time for something new.
    - You will never have 100% time freed up.
    - The lights on the highway are never green at the same time.
    - They take one step at a time on their timetable, at their own pace.
  7. **They love working with people.**
    - They enjoy making others feel good.
    - They have integrity, great attitude and responsibility.
4. Next you need to **give them some information about our company** (flip sheet over)

**Cover 11 Points about Mary Kay ~ Let them write them down!**  
(Have paper & pen available for them to write down each point)

4.
  1. **Classes & facials** ~ 40-50% commission. (avg. consult. makes \$20/25 -\$40+ an hour)
  2. Reorders ~ 40-50% commission (residual income - happens over & over!)
  3. **Recession proof business** ~ Women always buy make-up!
  4. **Winning Quarterly and year-end prizes** ~ (Show prize brochures)
  5. **Dovetailing** ~ (flexibility to hand appt. over to someone else AND be pd. 15%)
  6. **No Territories** ~ (does she have family or friends out of town?)
  7. **Mary Kay Philosophies** ~ Our Priorities - "God First, Family Second, Career 3rd"  
Golden Rule ~ "Do unto Others as you would have them do unto you"  
Go Give Spirit ~ We help each other and we are nice to one another!
  8. **Tax Advantages** ~ Do things you would anyways and make it tax deductible!
  9. **In Business for Yourself; But Not by Yourself** (having someone to hold your hand)
  10. **Sponsoring (LOVE) Check** ~ **4-9-13% +\$50 signing bonuses** after 3rd team member, as you build your team. (Money comes from MK -not new consult.pocket!)
  11. **FREE CAR!!** ~ Red Grand Am ~ Mary Kay pays title & licensing and 85% of your car insurance. New car every 2 yrs!
  12. **Advancement** -Directorship, Mentorship. 9-13% commission, \$500-\$5,000 bonus monthly, Life insurance, Pink Cadillac, Top Director trips. NSD –family security Retirement Plan, \$200,000 Life Insurance and more.
  
5. Tell them it costs \$100 + \$8.35 mainland + tax (if mainland) to join Mary Kay (show the agreement and show the picture of the showcase, etc. that they will receive.)
  
6. Of all the points you just covered, what was **the most exciting thing they heard** about Mary Kay? What impresses you the most for you and your situation ?
  
7. Ask her ~ **What do you think about all of this?** On a scale of 1 - 10; with 1 being 'I would never do this' and 10 being 'I'm ready to join' (and you can't say 5, since that's right in the middle) Where are you? If I could teach you to do what I do, as well as I do it, could you learn it? Is there any reason why we couldn't complete your own beauty Cons. Agreement and get your training started today? I would be proud to have you on my team and carry on Mary Kay's dream together. You will be great because . . .  
If she says a **6 or above**, ask her **what it would take to move her from 6 to a 10?!** More information, perhaps listening to a recruiting tape or talking with her husband! Going to the meeting with you? Find out and establish with her what your follow up will be! Then do the follow up! Remember that only 25% of people can make a decision on the spot. The rest need follow up!
8. **If she still has concerns; try to Overcome with-- "I know how you feel, but I have found..."**
  
9. If you think it is appropriate, say **"Is there any reason why** we couldn't do your paperwork now? I would love to train you and work with you?" (Present agreement again for her to sign)
  
10. If she can't say "Yes" today, **get a date to follow up within the next 24 - 48hrs.** Give her the pillow test, if she wakes up still thinking about MK, then she should try it!! \* I always gave the prospects that seemed interested, who I wanted on my team –a copy of Mary Kay's autobiography, '*Miracles Happen*'.
  
11. Ask her if your **Director could call her** to follow up and see how you did with the interview?
  
12. **Call your Director**~tell her about the interview; if it was promising-or if she needs to follow up