

How to set up an interview:

1. Best place to book an interview is at a facial/group facial. But if not, make sure she has recently tried the product. If not, find a way to get in front of her again, whether with a before/after makeover or invite to be a face model, etc. She will be significantly more receptive to an interview if she has been in your space recently.
2. Mirror her style—think before you call her what personality she is—if she's outgoing—you become outgoing, if she's soft spoken—you become more soft spoken than your normally are.

Booking an Interview on phone:

Outline:

Greeting

Sharing of your goal & what you must do to achieve goal

You are sure MK is probably not something she's ever thought about, but it would just help you out with your goal

What's in it for her

Explain what she has to do—really focus on her writing down questions

Set up time

"Hi, Sara? This is April with Mary Kay, do you have a quick minute? I just wanted to let you know some great news- that I have set the goal to earn the use of my first free car with Mary Kay & part of what I have to do to earn it is to get the opinion of 10 women this month about the Mary Kay opportunity. And I immediately thought of you because you are (so sharp, so fun, love the product, give a sincere compliment). Would you be willing to help me out & give me your feedback?"

Just as a thank you, I'll give you (any product at half price, a free lipgloss)! Great! Thank you SO much for your help! What I'll do is email you a link from my website that will give you some more info about women who have been successful at Mary Kay. I know this is probably something you'd never consider for yourself and I'm OK with that—but it would just really help me out with my goal. Just think of any questions you can about what someone would want to know if they were considering Mary Kay for themselves, and then we'll meet up and talk about it and I'll treat you to coffee. What's better for you, tomorrow or the next day? What's the closest starbucks/panera/coffee shop to you? (Thank her profusely!)"

www.marykay.com/yourwebsite —>click on "Sell MK" —>First link down "Success Stories" - click on this weblink and email to her—explain in your email to watch the 4 videos below

What goes in a Marketing/Recruiting Packet:

Business Card

MK the Perfect Opportunity Brochure (under section 2 Team Building Brochure)

MK Starter Kit Flyer—on www.juliaburnett.com under New Consultants

Imagine the Possibilities DVD OR Choices CD (can get from www.topdirectortapes.com) OR email her the same day the Video Link online

Calling to invite Guests to Meeting:

"Sara? Hi this is April with Mary Kay, how are you? Great! I just wanted to give you a call to let you know some great news! I just set the goal to earn the use of my first free car with Mary Kay. I thought I'd give you a call because one way to reach my goal is I have to have 10 face models this month to my weekly meeting, and I would LOVE for you to be my face model next week to show you off! And as a thankyou I will (buy you dinner, bring you a free lipgloss, have a \$10 gift certificate for you)! Would you be willing to be a face model for me to help me with my goal?"

Arrange a TIME TO PICK HER UP—remember, if she's in your car, she will show up. Otherwise 1/2 of confirmed guests show up.

On the way there or on the phone explain the agenda at your weekly success event. Remember, most women could use more FUN in their life.

"OK I gotta tell you, you are going to have a ball! Just so you know, it's from 6:30-8:30 and the first 30 minutes is all recognition and hoopla—you will love that, it's pretty crazy and fun. Then after that, we'll do your makeover & I'll have special colors picked out for you—and then at the end, I'll share what colors you are wearing with everyone. And also, some gals join us b/c they just want to have some fun girltime, but others are there to check out the Mary Kay scene—so my Director will probably tell her story/lay out the marketing plan at the end—but you'll enjoy that. I'm just so appreciative of you being there."

AFTER THE MEETING:

Your Director will do a great job setting up interviews & closing guests, however our ultimate goal is to create a full-circle well-rounded consultant. So setting up your own interviews is KEY to growing to be a Sales Director.

At very end of meeting, after your thanked her PROFUSELY for her time, see what product she needs, or if she desires to book an appt—THEN

"Suzie, there's just one last thing...remember how earlier I was sharing with you my huge goals in Mary Kay? Well, something else I'm doing to earn my car is to get the opinion of 10 women this month about the Mary Kay opportunity. And I'm sure this isn't something you'd ever consider for yourself but I would totally bribe you (laugh) if you'd be willing to do one more thing for me? ;)

I'll even give you (any product at half price, a free lipgloss) name your price! Great! Thank you SO much for your help! Well, here's some information about some women who have been really successful at it & if you would be so kind to watch this DVD—and just think of any questions you can about what someone would want to know if they were considering Mary Kay for themselves, and then we'll meet up and talk about it and I'll treat you to coffee. What's better for you, tomorrow or the next day? What's the closest starbucks/panera/coffee shop to you? (Thank her profusely!)"

**REALLY FOCUS ON IMPORTANCE OF WATCHING LINK, DVD or CD & writing down questions
They will take it so much more seriously if they do their homework.**