

The Bee Is The Key!



Team Building Close by Barbara Whitaker

When you have a higher purpose for doing your business then God will send you the people who are supposed to be on your team. If you use your business to help women become the best they can be then you are working it from a higher purpose. It is not about what you are going to get by sharing the opportunity it is about what Mary Kay can do for someone else. It is learning to get out your own head and get into helping others.

It is important to develop Silent Power when building relationships with your prospective recruits. This means you ask questions and then you listen to the answers. I like to find out as much as possible about the person with whom I am getting ready to share the opportunity. This is why I ask them questions about their life, their jobs and their family finding out where they are in their life and what is important to them. Everyone who I interview fills out the 'Woman of Millennium' profile before I do the interview. It lets me know the personality style of my prospect through the D. I. S. C. program, I use Panther, Peacock, Dolphin and Owl instead of the letters.

Your basic information for each personality is:

D - Panther – Likes the money, position and be the boss; her fear is being taken advantage of

I – Peacock – Likes the fun, recognition, people interaction; her fear is loss of social status

S – Dolphin – Is very family oriented, team player, goes by the rules, likes a plan; her fear is loss of security

C – Owl – She is detailed oriented, likes to learn everything and have all the facts; her fear is being criticized.

When you have her fill out the profile you quickly check what her personality style is and you fashion the interview in reference to her style. If she is detailed oriented and you are a Peacock you will blow her away if you talk about the free cars, diamonds, people and trips. She will not be able to relate to that. So you talk about the things that she can relate to like the detailed plan for her to follow, being her own boss, no one looking over her shoulder, all of the training and she can start holding appointments when she feels she's comfortable enough to do a perfect job. When you get ready to close her you say... Mary I think you would be great at MK; is there any reason why we can't go ahead and order your kit and get you started?

Now is the time for her to give you her objections... and she will give you her first objection. Let me assure you it will not be the true reason why she has not made her decision to do this. It is a false reason something that popped into her head that she thinks will suffice as a valid reason for you to think it is OK for her not to give you a 'yes'. It is in no way the true reason why she has not made a decision. Most of the time their true objection is fear, but they are not going to tell you that. So we play the objection game.

To stop the objection game there are a couple of things you can do.

1. First you must realize it is not her objection at all and the more we try to overcome the objection the more power you give the objection and eventually it does become an objection. So let's not give it any power. When she says she doesn't have the time you say, "I will show you how to fit it into your schedule, so now Mary is there any reason why we can't order your kit and begin your new future? Now she is going to give you another objection, it too will not be the true objection. Hence the objection game has begun.

2. You can sit there and overcome each and every objection or you can stop the game by taking the focus off the why she can't do it and put it on the benefits of her doing it. What she, as her particular personality style, would benefit from in becoming a Consultant. Instead of waiting for her answer to 'is there any reason why' quickly say depending on her personality style something about what she would enjoy in the business and overcome her fear.

If she is a -

a. Panther - "I will show you how to fit it into your schedule, and you know Mary, I can really see you at the top in Mary Kay making the big bucks, you would really go fast. You have seen all of the checks of the top Directors and I would venture to say there is one with your name on it. You will be a high achiever at this so let's order your kit and get you started on the climb straight UP!"

b. If she is a Peacock – "I will show you how to fit it into your schedule; Mary, I can see your name in lights already. Which one of these prizes most excites you or do you like them all? I can't wait for everyone to meet you, we are going to have so much fun, do you like to travel? Let's get that beautiful kit ordered for you and get you on the magic carpet ride."

c. If she is a Dolphin – "I will show you how to fit it into your schedule; Mary, There is a step by step plan for you to follow and I will be there by your side with our Director and not to mention all of the training online for you. I know you will build a steady business with a consistent income. This could totally benefit your family. So let's order your kit and you can join our team!"

d If she is an Owl – "I will show you how to fit it into your schedule; Mary I know you will be great at this you can get so much information, education and training online. You will love how detailed the plan is. You will be able to do it perfectly and no one looking over your shoulder to tell you how to do it. You will do an excellent job at this so let's order your kit and get you on the road to perfection.

Here is the important part, be willing to close her 7 times. I know you are probably saying, I don't want to be pushy. Let me share with you a fact of the business. You can interview 20 people and not close them seven times and you will be lucky if you get two recruits but no one will say you were pushy. Or you can interview 20 people and close them 7 times get 7-8 recruits and someone may later say, 'boy she was pushy'. I don't know about you I do not want to have to do 80 interviews to get 8 recruits when I can do 20 and get the same results. Anyway, what is wrong with being pushy? If your mother hadn't pushed you wouldn't be here.

Remember when overcoming objections instead of giving power to the objection answer it and quickly go back to the benefit of the business depending on her personality style. When you have asked them about them found out what they are missing in their lives and you show them how Mary Kay can benefit them. Also that there is no risk involved and they will have you to help them reach success plus you have closed them 7 times and they still say they have to think about it. What that means is they have made a decision, because no decision is a decision of NO. They have let their fear rule their life. If they say they have to think about it and you have not closed them 7 times you can say, what would you like to think about and they say something like, 'if I have enough time' or 'if I am going to like doing it'. You can say back to them 'how are you ever going to know if you can fit it into your life or if you are going to like it unless you give it a try'.

It is up to you to close them 7 times until you get a 'yes, I want to do this' or a 'no, I do not want to do this'. If she tells you she wants to do this but not right now then she is telling you that she has not made up her mind yet. It is not a 'yes, I am going to do this but not right now'. It is a 'yes I am going to do this, in my dreams'. Next!

One last thing about the \$100.00, at any given time in our lives we can be without the \$100 right in our pocket. But show me a woman who can't get a \$100 and I will show you someone that you do not want to recruit. It may take a few days but if she is putting you off and putting you off because she can not get the \$100 she has made a decision to not to do this.