

## Recruiting Basics

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# Five-Point Recruiting Plan

# 1

Before every skin care class, ask the hostess, “Who is coming today who might be interested in doing what I do?”

# 2

Present your heartfelt, enthusiastic I-story at each class. Share how you began your Mary Kay career and what it means to you.

# 3

Select at least one person at every class and offer her your career. She can be the one with the most outgoing personality, the one who buys that most product, the one with business experience, or the one who seems the most interested.

# 4

Offer the hostess a product gift for any person she suggests who becomes a Consultant.

# 5

Follow-up. 😊

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## facials

Ask her to tell you a little about herself. Give your I-story (#2) to fit *her* personality and needs. Ask her to help you with the new marketing tape by completing a survey (#3).

Make arrangements to pick it up within 36 hours and ask what gift she wants as a thank-you (#4). I personally offer 50% discount for one year if she refers someone to me who becomes a qualified consultant.

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## classes

Ask the hostess when you get her guest list “Who is coming today who might be interested in doing what I do? (#1). I usually ask the hostess to tell me when I call who’s coming and a little about each guest. That allows time when pre-profiling to establish rapport. Ask for introductions at the class for personality type. Gear your I-story to guests present. Tell them even a few hours a week could put on extra \$75-100 in their pocket – look each one in the eye and ask them how they would spend \$400 a month.

**Other option:** Have them turn over profile and write the answers to these four yes or no questions:

1. Do you have total control over your time?
2. Do you feel you are paid what you are worth?
3. Do you have total control over your own advancement?
4. Would you like to change your current financial situation?

Always say: Mary Kay says at every class there is at least one beauty consultant present. Who do you think it is? Give tape and/or information to at least two people (#2). You can do this at the individual close. In a manila envelope include a business card, “Something More” tape, and one piece of company literature. Offer each person 50% off her product for one year if she refers someone who becomes a consultant (#4). Arrange a time to call back and/or pick up the tape (#5).

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## How to select your prospects...then plant the seed!

*“The only limit to our realization of tomorrow will be our doubts of today!” If you want change...CHANGE!*

What’s the secret to Success with this business? What is the shortcut? The secret is to schedule and HOLD classes and the shortcut is to USE the 5 point recruiting plan! So often we fail to use the plan Mary Kay designed for us. We think we have better words or that the four point plan doesn’t work...well, you’re right, IT doesn’t work if WE don’t work!

You will read excerpts from training by Kathy Goff. She was #1 in our Pearl Division last year...she KNOWS what she is doing! If you used this system for 6 months while holding 2-3 classes each week-you WOULD be in a FREE car! I dare you to prove me wrong!

Here’s your step by step process:

Step 1: Get out your profile box.

Step 2: Look at each card and ask yourself 3 questions:

1. Do I like her?
2. Does she love the product?
3. Would I be upset if someone else recruited her?

After you have selected the ones that you could honestly answer “yes” to all 3 questions for, then put together a packet to send them. The packet would include some recruiting material, a “Choices” tape or “Something More” tape, an agreement, and the letter below. ***It is vital that you follow through with the follow up suggestion at the end of this letter!***

Dear \_\_\_\_\_,

I need your help. I have been asked by our company in Dallas to help build this area for Mary Kay. Quite frankly, I am a bit nervous about this but very excited too. This is quite an honor for me and I am going to accept the challenge.

There are several things that I need: customers, classes and facials, and women who are interested in this opportunity. This is where you come in. I need women in all of the previously mentioned areas, but \_\_\_\_\_, I really think you would be Terrific doing what I do! (compliment her as to why you think she would be good). However, I know that this is not for everyone. I find it is best to give all the information to make an educated decision over a cup of coffee, it really only takes about 30 minutes to do this. There is absolutely NO obligation and it does help me out if you’ll just listen! I would really value your opinion \_\_\_\_\_ so I’ll call you in a few days to set a time for a cup of coffee.

The second thing I need is friends who would agree to hostess a pampering session for me. All you need to do is invite a few of your friends who I have not met before (and who do not have a Mary Kay consultant already) to learn what’s newest from Mary Kay as far as our products are concerned. I will have a special gift for my special hostesses who help me out in this area, along with a nice discount off their personal order!

Next, I need referrals. Who do YOU know who might enjoy the personal services I offer? They might be interested in their own personal beauty consultant or perhaps even be interested in the opportunity. Can you think of anyone who is looking to earn some extra money for their household or someone who is very unhappy in their current job situation? Maybe you know of someone who barely has time to get her groceries! She needs my personal service for herself and might enjoy my gift buying services that offer guaranteed products, wrapped and delivered free of charge!

Finally, I need customers. If this career opportunity is not anything you would ever consider for yourself, I need loyal customers too! They are SO important to me and whatever you decide after seeing all the other ways you could help me out, know that my commitment to providing optimum customer service is my goal and will remain so.

\_\_\_\_\_, your friendship and loyalty to me is so important! I value your opinion and look forward to talking with you! This is an exciting undertaking for me and know that I would LOVE to share my excitement with you to explain how my job works. I certainly hope you decide you’d like to hear more!

Thanks so much for your help! Mary Kay is exploding across the country! I look forward to sharing that excitement with you!

THE KEY– FOLLOW UP....FOLLOW UP....FOLLOW UP!

Only send out as many at a time as you can follow up with in 2-3 days. It will be a waste of your time to send them out and NOT follow up for days or weeks. Look at your schedule for next week—how many can you follow up on Monday and Tuesday? Send out that many TODAY! How many can you follow up with on Wednesday and Thursday? Send that many out on Friday.

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## How to Set and Conduct an Interview

**On the phone:** "Hi, \_\_\_\_\_. This is \_\_\_\_\_ with Mary Kay Cosmetics. Do you have a minute? Great! I've just begun my new career as an Independent Beauty Consultant, and I'm so excited. As part of my training, I must conduct 5 practice interviews this week on 5 top quality people, and I immediately thought of you. I will only take an hour of your time, and this will be fun for you and good practice for me! Is there any reason why you couldn't help me with this? I think you'd be great! (wait for her response).

**At the interview:** "Thank you for allowing me to do this interview. Just so you know, in addition to helping me with my training, my purpose is to educate you on our company benefits. That way you can make an educated decision about whether this is something you'd be interested in or not! Does that sound good? Great ... Let me tell you what we'll be doing ... 1) I'll ask you to share a little about yourself. 2) I'll share with you a little about myself and why I started my Mary Kay Business. 3) I'll explain our company benefits. 4) Finally, I'll ask what impresses you the most and what your level of interest is.

Great, now tell me about **you**. (let her talk, just listen and say little. If she seems stuck on what to tell you, give her ideas ... family, work, hobbies, etc.). What do you like best about your job? What do you like the least? (wait for responses).

Now, I'll tell you a little about myself. I joined Mary Kay because \_\_\_\_\_. What I love most is the \_\_\_\_\_. If we only had **five** minutes, what question would you want to ask me about Mary Kay, and have me answer, before you would ever consider becoming a part of our company (wait for response)? Great question! I'll cover that in detail! Grab a sheet of paper if you would! Draw a line down the middle of the page and write Marketing for the left column and Income for the right column.

### Marketing

1. No territories ... do you travel? You can have clients in other cities, states ...
2. No quotas ... flexibility to work when you want, important to you?
3. Golden Rule ... Treat others the way you would want to be treated, important to you?
4. Priority System ... Faith, family, then career, mission to enrich women's lives
5. Equal Opportunity Advancement ... you decide when to move up, own boss, our job is to train/support you ...

### Income

1. Classes – 3 to 6 people, 50% profit \$300 average sales, 1 to 2 hours work
2. Facials – 1-2 people, 50% profit, \$100 average sales, 1 hour work
3. Reorders – consumable product, customer service, 50%
4. Dovetailing – Double booking! 15% commission
5. Recruiting Bonuses – 4-13% monthly commissions paid by MK Inc., never taken from another's profit
6. Car Program – bonus for Consultants based on sales and recruiting – Grand Am, Blazer, Grand Prix or Cadillac! Insurance and registration paid or cash option of \$350 to \$846 paid monthly.
7. Tax Deductions – everything from gas, mileage, phone, travel, etc.
8. Directorship – still a Consultant **plus** paid bonuses from corporate for training, additional \$5000 monthly, trips, etc.
9. National Sales Director – highest paid women in America. Awesome retirement program, etc.

Out of everything we've quickly gone over, what is most impressive to you? What stands out in your mind? Anything else? If you chose to be a part of our company, for what reasons would it be? Do you know what it takes to get started? A hundred dollars! That's all! (Visa, MC, Discover or check). You receive a starter kit with over \$400 retail value of products in it, everything you need to get started except for washcloths, cotton balls, and product to send home with your clients! If you decide to have inventory for your clients, how much you stock is up to you! It all begins with a hundred dollar decision.

How would you spend your first \$500 profit? Do you feel confident that with proper training, you could learn to do what I do? Do you have any other questions? Okay! I'll ask you then ... Knowing you would benefit from \_\_\_\_\_, and that you would enjoy \_\_\_\_\_, is there any reason why you wouldn't want to fill out your agreement and order your starter kit? (Another good questions to ask: Would you agree that \$100 won't change your standard of living today, ... but it could indeed change your life?)

Another Close: What is your interest level on a scale of 1 to 10? 1 - you have no interest at all, 10 – you're ready to get started and give this a try! And you can't say 5! If she is 1 to 4, thank her again for helping with your training. Ask: Now that you know the facts about our company, who do you know who might be in need of extra cash, enjoy a discount off their product, etc. Who comes to your mind? If she is 6 to 10, What would you want to know before you could move from a \_\_ to a 10? Talk about concerns, overcome objections, give pillow test and tell her you'll follow up within 24 hours, and invite her to a Mary Kay event!