

Follow up and Follow Through for Results...

Hi _____, this is _____. Do you have a minute or are you busy with your family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of {completing my Power/Perfect Start, earning my car, finishing my STAR}. I really appreciate your taking time to help me toward that goal! Thank you!

- Did you have a good time last night?
- What did you like best?
- Did you learn anything about skin care and glamour that you didn't already know?
- Were there any products that you didn't purchase last night that you can't live without? I'll be doing deliveries later on in the week and I'd be happy to drop by anything you are in need of.
- As you listened to the Mary Kay marketing plan, and the opportunity it offers to consultants, what impressed you the most about what you heard?

Have you ever thought about doing anything like Mary Kay, part-time for extra money?

I don't have time.

If I could teach you how to earn an extra \$100 per week — that's \$400 per month — working 3 hours a week, and eventually double that to \$200 a week, could you find 3 hours?

No, I'm really not interested.

Let me ask you a question. Could your family use some extra income?

I'm not the sales type.

Would you believe that probably 90% of women who start Mary Kay are not the sales type?

OR

If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it?

If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay?

I don't wear makeup.

Do you feel that skin care is important?

Would you be surprised to learn that the majority of products that we sell are skin care and body care rather than makeup?

I'm too shy.

OR

Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business and have done very well?

Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness AND makes you money in the process?



I need to talk to my husband.

What will he say?

He won't want me to do it.

May I make a suggestion?

Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity, so after you buy your kit, you'd like him to come to orientation with you and get his opinion of the business as well. Then when you come to orientation with my director, both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that?

Would you agree with me that our husband's are usually supportive of our decisions once they know it is important to us? Just let him know this is important to you. *(set a time to call her back)*

I don't know anybody.

Do you know one person who might be a practice face for you? If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn?



He'll say to do whatever I want.

So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great. When will you be able to talk to your husband? *(set a time to call her back)*

Aren't there too many people selling Mary Kay?

Have you been in Dillard's or the Jones Store lately? Have you noticed how much floor space is given to cosmetics? As long as all those department store brands are being purchased, there is still a huge opportunity for additional Mary Kay consultants. We currently have 10% of the market. 90% of the women you know wear other brands. We don't compete with each other. Our competition is at the mall or at Walmart!



She has a bunch of objections and you can't get her to say yes or no.

(in a soft voice) May I ask you a question?

Do you think you're just scared?

Well, what's the very worst thing that could happen to you? *(wait)* Do you want to know what I think?

I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life... does that scare you?



Great!

What would keep you from getting started today?

