

Recruiting Conversations

(Do NOT Prejudge)

GUEST AT A CLASS:

“Hi, _____, this is _____ with Mary Kay. Do you have just a minute? I’m calling because you have been on my mind since _____’s class on _____. I can’t help but think you have some of the qualities we look for in Mary Kay Consultants. Tell me, _____ would there be any reason why we can’t get together over a cup of coffee in order for me to tell you a little more about what I do?”

She will offer an objection - like “I could never sell...”

“Oh, _____, I understand just how you feel because I felt the same way, too. How about this... we get together for coffee and all you are obligated to do is listen. Mary Kay might not be for you... but I would really appreciate the chance to tell you about it and get your opinion. Which would be better for you... today or tomorrow?”

HAPPY CUSTOMER:

“Hi, _____. This is _____ with the Mary Kay. Do you have a minute to chat? I am so excited! I’ve just been asked by my Sales Director to choose my 5 sharpest customers for a contest we are in... and of course, I selected you! Let me tell you what we are doing... Mary Kay has challenged us to share our marketing information with 5 of our sharpest customers... so that they can know what our company is all about and act as talent scouts for us. You see, we are really looking for sharp people to teach Skin Care in this area... and after listening to my Director... you might decide it’s for you... or if not, you might know someone to refer. But either way, _____, there is absolutely no obligation to do anything other than listen. Which would be better for you... today or tomorrow?”

PRACTICE INTERVIEW:

“Hi, _____. This is _____ with the Mary Kay. Do you have a minute? I just wanted to thank you again for giving me your opinion on my product and presentation at your facial. I enjoyed working with you so much because _____ (sincere compliment here). I would really like your opinion again. Part of my training is to go on 3 practice interviews with my Director to learn how to present our marketing facts. Would there be any reason why we couldn't get together with my Director over a cup of coffee, so she could present our marketing plan and I could watch? You would be under no obligation for anything other than listening and giving your opinion. Which would be better for you... today or tomorrow?”

POINTS TO REMEMBER WHEN BOOKING A RECRUITING APPOINTMENT:

- 1. Sell the APPOINTMENT, not the opportunity. If you give someone too much information she thinks she has enough information to make a decision before she meets with you!*
- 2. BE SINCERE, STRAIGHTFORWARD and HONEST. Always make sure that people understand there is NO obligation to them.*
- 3. Don't hesitate to tell what qualities attracted you to her.*
- 4. A prospect is only a prospect for 48 hours after she has expressed interest. When people express interest... YOU MUST ACT IMMEDIATELY!! If you cannot act immediately... call your Director, she will help.*