



Information on Team Building

One of the most exciting and rewarding areas of this business is team building. Of course, this is one of the keys to success! However, you'll find that the real reward of team building is to see the personal growth of your team members! You truly feel (and you should) that you have contributed significantly in making life better and thereby helping to make this a better world. As a result, you'll earn those 4%, 9% AND 13% commission checks, move up the ladder to Star Recruiter to Team Leader to Future Sales Director to DIQ to Independent Sales Director! All in all, you'll become of more professional Consultant!

Now, you are probably thinking that there are several things keeping your from building your team. First, you don't know how to start. Well, you can quit worrying about that. The information on this sheet may help answer your question. Second, your team member might just get a couple of your customers. We all felt that way once, too, but it is so incorrect. She will be helping your spread the word MARY KAY! The more people we have talking about the product, the more interest created and the more willing women are to attend a class. We all know that once they try our fantastic products, they love them! So, let's get started on the yellow brick road to Team Building!

1. Take out your profiles or your customer files and get a blank sheet of paper and a pen. Now, make a list of every customer who doesn't have a good reason for NOT being a Consultant. Full-time jobs don't count. Some of our TOP CONSULTANTS do have full-time jobs. Children aren't a reason. Some Consultants have 10! People with these "excuses" or "reasons" merely lack the self-confidence to know that a Mary Kay business can fit nicely into their current lifestyle. For most, it's a matter of setting priorities and time management, and these skills can be learned. Think about it . . . you've got people all around you who could be your next team members!
2. Now make a second list of personal acquaintances, friends and relatives. You have so much to give them. Be sure you don't slight somebody by leaving them out! Here's a suggestion. Make a list of 20 out-of-town contacts and 20 in-town contacts.
3. The real key is to MAKE THE CONTACT! Call everyone on the list. Tell them that you're in a special program and that part of your assignment is to tell 5 people about the Mary Kay business opportunity this week. Ask them if they'd be willing to let you talk to them for a few minutes to help you complete the assignment. I'm sure they'll be delighted to help.

Here are a few suggested guidelines about team building:

1. As you talk with the prospect, show your genuine enthusiasm for the Mary Kay business opportunity. So many people are so dissatisfied with their daily lives. Let her see how excited you are. Many prospects become Consultants just so they can put that spark of excitement and enthusiasm into their lives.
2. Be sure you are honest about the facts. We have such a fantastic opportunity that we don't need to "flower" it any. Just tell it like it is. That's good enough for everyone.
3. Keep your appointment short. Limit it to no more than 30 minutes. She can only absorb so much at one time. If you drag it out, you'll only lose her as you go along.
4. By all means, try to talk with your prospective team member and her husband together at the same time. She can't possibly explain the Mary Kay business opportunity to her husband afterward if you only talk to her first. Chances are, he'll get a distorted picture and will most likely talk her out of it. SO – if at all possible, when talking to a prospect, have her husband there.
5. Don't try to tell her everything you know! **STICK TO THE BASICS.** She doesn't need to know all about Sales Director qualifications until she has established herself as a Consultant. You will, of course, want to answer any of her questions completely and honestly.
6. Be sincere about HOW a Mary Kay business can benefit her.
7. Use caution against pre-judging whether she would be interested or not. **ASK** – and let **HER** make the decision.
8. **Keep It Simple, Sweetie!!** Remember, there are probably only two things she wants to know: 1) Would she like doing this? 2) How much money can she make? Answer these two questions. Too many facts can scare her off.
9. Don't do all the talking. **LISTEN** to her needs and wants and show her how a Mary Kay career can fill them.

Whom to Look For:

- 1) Enthusiastic customers
- 2) Loyal hostesses
- 3) Women looking for extra money
- 4) Women dissatisfied with their current job
- 5) Friendly, well-groomed women
- 6) People with positive attitudes
- 7) People who ask you questions about what you do

- 8) Almost anyone – don't prejudge! Look for people with a *need* – then help fill it

Different Steps in the Team-Building Process:

- 1) Offer Company material, such as a team-building brochure or audio.
- 2) Invite her to any Mary Kay function (unit meetings, glamour workshops, guest nights, etc.)
- 3) Share the avenues of income.
- 4) Share the information with their husbands, if possible.
- 5) Have your Sales Director talk to them personally via phone or personal visit.
- 6) Give them *Miracles Happen*, Mary Kay autobiography.

Questions to Ask in Order to Generate Interest:

- 1) Have you ever thought of running your own business?
- 2) Have you ever considered doing what I do?
- 3) Have you ever thought about where you'd like to be in 5 years? Will what you are doing now help you get there?
- 4) Do you like to work with people? With cosmetics?
- 5) How would you like a business with an unlimited earning and advancement potential?
- 6) Would you like to come as my special guest to a success workshop next Monday night? We need models who would like to try a new glamour look. You'd be great!
- 7) My Sales Director has challenged me to share information about the Mary Kay business opportunity with 3 women this month to practice the way I give information. Would you be willing to give me your feedback on my presentation? It will only take 10 -15 minutes.
- 8) Is it okay if I take a few minutes to give you some information about our business opportunity? You may not be interested, but that's okay, I'd just love your feedback. You've got a lot of the qualities we're looking for. You could be my talent scout.

When to Build Your Team:

- 1) Schedule team-building appointments for 24 - 48 hours after meeting women at your selling appointments. Share with them right after the class if it's not running too late.
- 2) Invite *all* your potentials to every unit meeting – not just one or two.

- 3) Go back through your customer file and schedule team-building appointments with all those potential team members you never asked in the beginning.
- 4) Follow up with people you've talked to in the past who may not have said "yes" at the time – their situations may have changed.
- 5) Be ready to build your team anywhere at *any* time – even if all you can do is grab a piece of paper and sketch out the avenues of income for her. You can always mail her extra information right away.
- 6) Prospect at family reunions, clubs, social outings, etc.
- 7) *All the time!* Be excited about getting that next business associate. Get a passion to move up into that Red Jacket or into that Sales Director suit!

The information on this sheet provided by Independent Executive National Sales Director Arlene Lenarz.