

# THE ULTIMATE INTERVIEW

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Spend five minutes building rapport & learning about her by asking questions. "Tell me a little about yourself." Draw her out - this is an interview. You want to discover her needs so that you can show her how Mary Kay can fit into her life and make it better! Let her know that Mary Kay is a real person... Give her a few facts about the Company and then address her needs.

Use her name often:

Cathy, Mary Kay has a slightly different philosophy than most other companies. In most corporations, they want you to be the best performer you can be, and if that means burning the candle at both ends - so be it. However, Mary Kay is different. We want to build you up. We want you to be the best 'Cathy', you can be!

Cathy, when I started building my team, I looked at all the successful Mary Kay women I knew and I noticed that there were six qualities that made them successful. So I decided to focus all my energy on women with these six qualities, since I knew they'd be successful consultants. Now, Cathy, the more qualities you have, the more successful you'll be; however, I recommend that you have at least three of these qualities before you start your Mary Kay business. If you don't have at least three of these qualities, then maybe it wouldn't be a good match and you'd be better off as a talent scout. As you listen to these six qualities, you may think of people in your life that would be

good consultants... and you'll want to consider these people for your own future Mary Kay team.

1. **Busy Women.** They are good time managers. Maybe they don't have 10 hours a week - just 10 minutes 3 times a day. They get the most done!
2. **Women who don't know a lot of people.** Cathy, do you know why? Because you're not going to get rich from friends and family. They only have 2 questions: a) Cathy, what's my discount? b) Cathy, what's for free? Don't you agree that isn't the way to build a real business? If you are trainable and coachable, we'll show you how to build real customers!
3. **Women who aren't the sales type.** Pushy people do not do well in Mary Kay; we sell a consumable product. If you were pushy or aggressive, she wouldn't want to buy from you when she needed more products and she wouldn't refer you to her friends.
4. **Women who have more month than money.** Money motivates people; if you have plenty of money, stocks, bonds, maybe this isn't for you, unless you just want to have some fun, meet a lot of people, and enjoy significant tax deductions.
5. **Women who are family-oriented...** because you'll do a lot more for your family than you will for yourself. There are two kinds of people with



children...

- 1) Women who use their children for a reason to do more and
- 2) People who use their children as an excuse...(I have to wait until Junior is out of school, I have to wait until Junior is finished with basketball, etc.) If your husband is an issue, just remember, when you are happy and making money, most husbands will be very supportive and encouraging, because their tendency is to protect you and see that you are happy.
6. **Women who are able to make a decision, who DON'T procrastinate.** The lights on the highway are not EVER all green at the same time. You just have to START to get anywhere. You'll be offered this opportunity at one of three times in your life. You are either in the middle of a crisis, just finished with a crisis, or just getting ready to go into a crisis. You gain nothing by waiting until everything is smooth. So, waiting a couple of months or a year really doesn't get you anywhere, does it? Sitting on the fence is a very uncomfortable place to be!!