

THE ULTIMATE INTERVIEW (cont.)

- GO OVER SOME OF THE BENEFITS - Self-esteem, personal growth, leadership training, no quotas, no territories, tax deductions.
- EXPLAIN THE MARKETING PLAN - The avenues of income including our 50% profit margin. Show her our marketing plan sheet!
- AT SOME POINT TALK ABOUT Balanced Commitment . Cathy, many times we hear people say they can't start Mary Kay until they can give it 100% and right now they can't give it 100%. Well, you know what, you'll never be able to give it 100%, right? But you might be able to give it 100% once or twice a week for 2 or 3 hours. Just like your job now, you don't give it 100% all the time, you give it 100% 50 hours a week. Successful people understand the concept of balanced commitment and we want people who understand that basic time management skill.
- SHOW HER THE AGREEMENT - Cathy, in order to start your MK career, you must submit a consultant agreement and purchase your case from the company. This contains everything you need to get started in your business except washcloths, cotton balls and product to sell. As for product to sell, whether you start with an armful or a houseful, it's totally up to you.
- EXPLAIN BUY-BACK GUARANTEE. Cathy, if at any time you decide this isn't for you, you've tried your best, given it your all and you don't want to stay in business, Mary Kay will buy back any unused, unopened Section 1 product (within the first year) for 90% of your purchase price. So, you can see, there really isn't any financial risk.
- ASK QUESTIONS: Tell me, Cathy, what have you heard about the business that appeals to you the most? Allow HER to talk, and listen and agree with her. What qualities do you feel you have that would qualify you as a Mary Kay business woman? Again, listen, repeat those qualities she mentioned, and if you have decided you would like her on your team, then ask:
- THE CLOSING QUESTION: Is there any reason why you wouldn't want to fill out your application, get the red tape done and we'll start you in training next week?

