

Sharing

the Mary Kay Opportunity



Let's talk about:

Why?

- ✓ Offer the opportunity to honor Mary Kay Ash and her dream for women. She asked us to pass it on!
- ✓ Offer it for HER benefit. How can Mary Kay enrich her life and help her save money, make money & fund her dreams?
- ✓ Offer it to build our unit and our company! Success in both makes such a difference for all of us!
- ✓ Offer it to enrich YOUR LIFE and help YOU fund your dreams.

When?

- ✓ Now! Begin a habit of sharing with others the benefits of being part of Mary Kay. You do not have to wait to team build. Your job as a recruiter is to be her biggest cheerleader; training is from your director. So, share now and keep sharing! Doing the business with others is a great joy! Have "running buddies" from the start!
- ✓ Always! Continue to always think of how this business and this opportunity can help others and extend your hand!

Who?

- ✓ Family and Friends. Think something like this: "I've just started something cool, and I'm really excited about how it will improve my life and help me fund a few dreams—you should consider it too. Fun, simple, and at the very least, you can save money on high-quality, award-winning products, but you can also make really good money, and earn prizes, with a schedule to fit around your priorities and busy life. Join me in it. We could have fun together!"
- ✓ Customers. Mary Kay Ash always told us to meet her and share our products with her before sharing the opportunity. She needs to love what she will represent and the two of you may be in the business together for a lifetime, so you need to like her, believe she will represent us well, and choose to add her to your team! You might want to help her be a hostess first to meet her friends and show her how well the business can work.

How?

- ✓ **Setting Seeds**—this is what you are doing when you simply mention Mary Kay or comment/share what you love about the business, and in your openings for parties and facials.
- ✓ **Sharing Information**—this is a more formalized approach to sharing information and it goes beyond commenting about how you love it and focuses more on what is it in for her.
 - ✓ Informational "Pink Packets"
 - ✓ Hotlines and Videos
 - ✓ Face-To-Face Chatting

✓ **Sharing Philosophies:** Your Job is to share the information in the best way possible so she can see the benefits for her; her job is to consider the opportunity & decide. "Share Well" and "Push/Pull" concepts. All answers are good.

✓ **Follow Up:** Most women do not immediately decide to join Mary Kay, and many will talk themselves out of the idea after chatting with you. Whether she joins your team or not is mostly dependent on how well you follow-up with her and help her focus on the benefits and not her concerns or fears (or what other people tell her!)

Sharing the Mary Kay Opportunity



♥ **Setting Seeds**—this is what you are doing when you simply mention Mary Kay or comment/share what you love about the business, and in your openings for parties and facials.

♥ **How do you introduce yourself?** Love what you do and have, then it makes it easy to share!

♥ **Have a great opening for your facials and parties!**

♥ Create a great party/facial opening ♥ Develop your own “best-presented” I-story!

♥ **Advertise our products & opportunity by having a positive presence on social media!**

♥ Share your positive lifestyle and great women-supporting quotes!

♥ Share your pride for our company and products.

♥ Share your prizes and passion in a soft, friendly “diary” way versus a “billboard” way.

♥ **Sharing Information**—this is a more formalized approach to sharing information and it goes beyond commenting about how you love it and focuses more on what is it in for her.

♥ **Informational “Pink Packets”** Have Ready!

♥ The “pink packet” insert ♥ Two opportunity fliers ♥ Starter Kit Flier

♥ **Hotline & Videos** Share them! Pick your two-three favorites!

“Hi _____ I’m in line for a promotion in Mary Kay and as part of that I need to have 5 women watch a video (or listen to a hotline) this week and answer four questions. You get entered in a drawing or free products for giving me your opinion, and I get credit when you do! It’s easy and informative, and I’ll give you a gift too! Is it ok to send you the link (or phone number)?”

The questions I ask:

#1. What impressed you the most about the video. Either what was shared, how it was shared, or the company information? Name at least three things if you can.

#2. Imagine—IF—you were to ever consider joining my Mary Kay team, WHY do you think you might? What do you think you’d want from it or how could it benefit you?

#3. If you chose, what qualities do you have that would make Mary Kay easier for you? What are you good at?

#4. Consider what would hold you back and how we can counter that for you. What questions can we answer?

And Sometimes I ask: What is your interest level?

A. I’m interested for sure .

B. My interest is piqued, but I’m not sure and need more info.

C. I’d never be interested for myself but will share info with others

♥ **Face-To-Face Chatting (and GUESTS to events)**

♥ If you bring a guest to an event, usually your director will do that “pink chatting.” You can also ask her to meet with a potential team member! Or you can do your own “pink chats.”

♥ Use a follow-along guide on what/how to share. Your Job is to share the information in the best way possible so she can see the benefits for her; her job is to consider the opportunity & decide.

Relax and let her relax. Of course you’d love her to be on your team, but only if it is a good fit for her as well. If not her, she may have a friend or family who is praying for our opportunity. Your sharing it with her will facilitate that for another. That is the “Share Well” concept. The “Push/Pull” concept is to be BOLD enough to help her see past her fears and around her obstacles, but then pull back enough to make her comfortable. You are okay either way. All answers are good. We discuss these concepts more in videos and trainings.

Sharing the Mary Kay Opportunity



2

Follow Up: Most women do not immediately decide to join Mary Kay, and many will talk themselves out of the idea after chatting with you. Whether she joins your team or not is mostly dependent on how well you follow-up with her and help her to focus on the benefits and not her concerns or fears (or what other people tell her!).

Sharing is mostly a layering process; be sure to do this.

Layering and Follow Up is Key.

Team Building is SIMPLEST when you think of it this way, and you can keep REPEATING the PROCESS in various ways until she joins!

Select people you want to work with for life.

Invite her for coffee/milkshakes or to watch a video.

Meet to chat or talk after she watches video.

Perks for her is the focus.

Listen to her needs.

Explain the reason why NOW is best.

Set a deadline if possible.

Tell her What's Next either way.

She needs to know what will happen if she joins—that gives comfort to her and encourages her to take the step forward. If she doesn't join but remains interested and you'd love to have her on your team, then the What's Next could be for her to be a hostess or come to an event as your guest. Getting her back with the product or with others in Mary Kay is very important. I have often recruited someone who watched a video and then even later met with me for coffee, and still didn't join, but then attended an event, or hosted a party or joined a FB live and joined! So just keep bringing her through this process.

Also in the "What's Next" is asking her if she is a "no, now" or a "no, never" and if not a "no, never," when might be a time to revisit her options and chat again.

Be bold enough to ask and offer and confident enough to accept her answers—either way.

Sharing & Follow Up in the Simplest Way!

Select people you want to work with for life.

Invite her for coffee/milkshakes or to watch a video.

Meet to chat or talk after she watches video.

Perks for her is the focus.

Listen to her needs.

Explain the reason why NOW is best.

Set a deadline if possible.

Tell her What's Next either way.

