

# Getting the Interview:

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Asking for the appointment to share the facts: examples.....

"I couldn't help but notice how helpful you were at the class tonight...have you ever thought about doing what I do?"

"I couldn't help but overhear how frustrated you are with your working conditions....have you ever thought about doing what I do?"

"You are such a walking advertisement for our products, have you ever thought about being in the beauty business?"

"As part of my training I have been asked to share our income information with sharp women... I would love to give you the information at no obligation and get your opinion of our marketing plan."

"\_\_\_\_\_, I am building a team of sharp women and you are exactly the kind of person I would love to work with....have you ever thought about being in the beauty business?"

OVERCOMING "INTERVIEW" OBJECTIONS.....

I could never do what you do., I'm not the type., I really wouldn't have the time., etc., etc.

REGARDLESS OF THE OBJECTION, YOUR RESPONSE WILL BE:

I understand, and I fully realize Mary Kay may not be for you, but I think you deserve to have all the facts, at no obligation, of course. In the event you still feel you have no interest after learning more, you would be fully informed and would make a great Talent Scout for me. You may think of someone who might be interested in earning an extra \$50-75 per hour in her spare time with no quotas. Should you recommend someone to me who comes into the business, you will receive a \$50 Mary Kay gift certificate as my Thank You.

NOTE: DO NOT TRY TO OVERCOME OBJECTIONS BEFORE THE INTERVIEW. ALL YOU WANT TO OVERCOME IS HER OBJECTION TO HEARING MORE. THE ABOVE SCRIPT WILL HELP YOU GET THE APPOINTMENT REGARDLESS OF HER PRECONCEIVED IDEAS.

# PRE-INTERVIEW QUESTIONS

**"DISCOVERY": Listen for clues as to how MK could meet her needs. This includes helping discover needs she may not have considered...ie, tax benefits, adult interaction, savings on purchases for personal use and gift giving.**

\* Tell me a little about yourself (married, single, children, etc.)

\* What do you enjoy the most about your current job ( or if she's a stay at home mom, what is the most rewarding part of being at home).

\* If you could change anything about your current job/situation, what would you change? (this establishes a possible "need")

\*Say" \_\_\_\_\_, if I could show you have to earn an extra \$50-75 per hour in your spare time with no quotas, what would you do with the extra money? ("material hot button").

\* Share a little about yourself and why you started your Mary Kay business. Try to tailor it to her situation as much as possible....or you can say "your situation reminds me alot of a consultant friend of mine who.....

NEXT.....

" \_\_\_\_\_, thank you again for taking the time to find out more about the Mary Kay income opportunity. I understand that Mary Kay may not be for you but I'm glad you are going to have the information. In the event what I'm going to share with you doesn't hit any of your hot buttons, you will still have all the facts and you will make a great Talent Scout for me. You may think of someone who might benefit from knowing about us and I always appreciate referrals.

Today I going to share a little Company Information, how we make money in Mary Kay, and finally how much it costs to start your business and what on-going training and support is involved. Before I begin with my information, is there anything in particular you might like to ask me about the business before we get started?"

Address her questions, if any, and then begin going through your Recruiting Notebook or explaining the marketing plan using the Recruiting Notebook or Six Avenues of Income brochure. "Personalize" as much as possible, so that during the interview you can use husband's name...example "Although you and \_\_\_\_\_" are out having dinner, you could still be making money as one of your recruits may be holding a class, selling product, placing orders that you will be paid on. You could come home from work, check your voice mail and find that you've made more money on reorders than you did working all day."

# GOING OVER THE MARKETING PLAN

1. **Share Company Information/Facts (see notebook)**
2. **Share Avenues of Income: Retail Sales & Team Building**
3. **Talk about product ...Number 1 Selling Brand, 100% Satisfaction Guarantee**
4. **Ways to Save Money:**
  - A. **Personal Use, Gift Giving**
  - B. **Tax Benefits (keep more of your own money by offsetting your tax liability as a independent contractor with Mary Kay)**

NOTE: Overcome objections before you hear them. For example the following two "objections" are the most common:

## TIME

If you know she has a "full plate", full-time job, children, etc. Be sure to emphasize how our Marketing Plan is perfect for busy women, ie, you can "duplicate yourself" through sponsoring other women in who can build their business at their own pace and you are continually paid by the company on the success of someone else. How she will be paid over and over again for the time spent on the initial sale. Come back again and again to "no quotas", working the business into her life around her other priorities, family, job, etc.

## NOT THE SALES TYPE

During the presentation (retail sales page would be a good place) talk about how glad you are that the company uses a "Teaching Approach" instead of the typical "hard sales pitch". Say, "isn't it great that women can "test before they invest" with a complimentary facial! We know from experience that our product will sell itself. We simply give women the opportunity to try it and make up their own mind about purchasing. Tell her what a great "selling tool" the 100% Satisfaction Guarantee is and how this really helps the customer make a buying decision knowing that she is never "at risk" if she decides she doesn't like it. Mention that the majority of Mary Kay beauty consultants have never been in sales.

# CLOSING (DETERMINING HER LEVEL OF INTEREST)

"\_\_\_\_\_do you have any questions about anything I've shared with you today?"  
Answer questions....(if no questions, move into the following dialogue...)

"\_\_\_\_\_, I want to thank you for taking the time with me today to get all the facts. I have really enjoyed spending this time with you. At every marketing plan presentation I always like to wrap up with a couple of questions and if I may I'd like to ask you to share some information with me....."

## CLOSING QUESTIONS

### (1st question)

First, \_\_\_\_\_, different benefits of the Mary Kay Opportunity appeal to different people....for example.....( turn to page in recruiting notebook) Money (that \$50-75 per hour is pretty appealing), Personal Growth (for many people it's gaining more self confidence), Prizes and incentives just for doing your job....."

Note: After Mary Kay Car Program say, "and of course everyone likes the fact that they could purchase their own products at 1/2 price....Which one entices you?"

**"GREAT!"**

### (2nd question)

"\_\_\_\_\_, my second question has to do with your interest level. Based on everything you've heard today, how would you rate your interest...for example on a scale of 1 - 10, One would be: zip, zero, no interest. I'd rather pay full price for the product, be a satisfied customer and act as your talent scout..... Ten would be: It sounds great, I think I'd like to give it a try if you promise I'll get the training and support I need and I don't have to make a life time commitment. Now before you give me a number between 1 and 10, I'll just ask you to please not give me a 5...(smile) a 5 is just as close to the bottom as it is to the top, and frankly, I don't know what to do with a 5!

When she gives you her number (and it's not a ten)....say:

**Number 4 or below:** "\_\_\_\_\_, your number indicates that you have some interest, but perhaps need more information or a reason to give Mary Kay a try. Tell me what would it take to bring you closer to a 10....what would have to happen, or what questions or concerns would have to be answered?"

**Number 6 or above:** "\_\_\_\_\_, that wasn't a trick question, but honestly it's pretty hard to be a ten without trying the opportunity on for size to see how it fits in your life! A #\_\_\_\_\_ tells me you have a strong interest, but there may still be some questions or concerns.....What, if anything, would keep you from giving this a try?" (overcome objections or concerns), then say is there anything else that might hold you back? If not...."\_\_\_\_\_, is there any reason we can't go ahead and get your paper work filled out and order your Starter Kit?" If she wants to speak with her husband, let her know you will call her back tomorrow to see if he has any questions you can answer.