

Face to Face Sharing Opportunity

The 4 KEY Questions

via Sean Key

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Prospective's Info	Name:		Date:	_____
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Agenda for Call: Introduction, 4 KEY Questions, Close

Introduction:	<ul style="list-style-type: none"> I have four basic questions for you. There is no right answer – just the honest one. And, know that I will love you regardless. 	Gift/Bonus/HP Item
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1.	Tell me a little more about yourself (i.e., family, job, hobbies, etc.)
NOTE TO CONSULTANT: Be mindful of what is mentioned first & most often. Refer to Exhibit A: DISC for Teambuilders.	

2.	What puts a smile on your face?

3.	Tell me about a time when you felt successful. What did you like most about that?

4.	Fast-forward a year -- what unfulfilled dream would you like to have come true that you're <u>not</u> living now? Where are you with achieving that goal?
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This is her pain (where MK can really help her): *then ask her,* "Why would it be important to you for this dream to come true?" *then,* "What would be the worst thing that could happen, if you don't make your dream become a reality?"

NOTE TO CONSULTANT:

- Listen MORE, talk LESS. Remember: **W.A.I.T.** (Why Am I Talking?)
- Relate the above responses to some aspect of the Mary Kay business opportunity based on the DISC chart. [EXAMPLE: If she talks about her children/family, then focus on how her own Mary Kay business will allow her to provide for or spend time with her family.]
- When presented with objections, flip-it & focus on 'selling' the prospective team member *her own* dream – that she has communicated to you during this interview.

Success Comes in All Types

Put "1" in box most like you and "2" in box second-most like you

Results-oriented Quick decisions Likes management Take-charge person Time is valuable D	People-oriented Loves to talk Enthusiastic Loves recognition for self & others Motivational I	Family-oriented Loyal Slow change Security-minded Goes by rules S	Detail-oriented Perfectionist Skill to critique Analytical Gradual change C
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7 Qualities of Successful Mary Kay Consultants

(answer yes or no)

____ Are you a Busy Woman? Busy people get the most done! They are easier to train! The average consultant works a full-time job, is married, and has a couple of children! She is a busy person.

____ Are you Money Motivated? We look for people who want more, need more, and are willing to do the work!

____ Are you "something more" motivated? We are looking for fabulous ladies who want to be with positive, upbeat, non-critical women in a fun atmosphere! This is a fun business with lots of personal growth and self-awareness!

____ Are you a person that is NOT the sales type? High pressure sales people run customers away! High pressure sales people work better with a ONE-TIME sale, not a reorder business like Mary Kay!

____ Are you a person who realizes you would not get rich selling to your family and friends? We teach you how to meet REAL customers in an easy way. Family and friends that you know want discounts or something for free!

____ Are you family oriented? We look for women who use their family as a reason to do well, not as an excuse NOT to do something! Family is the most imp.

____ Are you a woman who can make up her mind? We look for people who realize there is NEVER a perfect time to do anything and who are NOT victims of their circumstances! If you are interested in something, you realize there is no such thing as a "perfect time" to do anything.

Some of Our Benefits Include...

1. Flexibility to set your own hours and live your life!
2. There are no territories! Sell as much or as little as you want all over the US! We're also in 37 countries, and as a MK director, you can work internationally.
3. You will develop MORE self-confidence and personal growth! What would be different, if tomorrow you woke up with 10x more confidence?
4. WE promote the GOLDEN RULE and living life with priorities of God 1st, Family 2nd, and Career 3rd!
5. There is ROOM for advancement with potential for unlimited earnings and promotions.
6. We have a 90% product buyback guarantee! You can send any product back that is not over one year old, and get 90% of your money back! Plus, we have a 100% satisfaction guarantee to customers!
7. You can BE YOUR OWN BOSS! No one can tell you what you have to do today.
8. Great tax deductions with your in-home business!

There are Four Ways We Sell Our Products

1-On Faces—2-Online—3-In Catalogs—4-On the GO!

We make 50% of everything we sell!

Some people get in to SAVE money personally!

We are NOT a Pyramid Company!

You do not have to recruit and build a team!

If other women choose to work with you, your commissions come directly from the Company. You get 4% starting with your 1st recruit; 9-13% with your 5th recruit!

BIG MONEY!

My National's Highest Check has been over \$32,000 for

ONE month, just in her commissions, and she has earned over ONE MILLION DOLLARS in Mary Kay. She was a Fourth Grade Teacher and needed a part-time job for extra cash! My Executive National Sales Director Emeritus' highest check has been over

\$110,000 in ONE MONTH! She has earned over

NINE MILLION DOLLARS in Mary Kay and

is receiving \$6.5 million in RETIREMENT from Mary Kay!

More women have earned over \$1 MILLION in their Mary Kay careers than any other company in the WORLD!

You can win Cinderella Prizes in Mary Kay...

Quarterly, monthly, and weekly prizes, plus FREE TRIPS and DIAMONDS! You can also earn the use of FREE CAREER CARS (options including the Pink Cadillac). Or you can take the CASH compensation instead!

How to Get Started

Submit \$100 plus tax and shipping to Mary Kay

Cosmetics for your starter kit and fill out your

agreement. You'll get over \$450 approx of full-size REAL PRODUCTS in your starter kit, plus designer-inspired tote, and all the STUFF you need to start your business!

You'll get training you every step of the way!

So how could Mary Kay be a part of your greatest need being met? (she talks)

What would keep you from getting started today? (she talks)

Address the fear/objection; ask the question again. Usually a person hesitates from a place of fear of the unknown. The real objection usually is the 3rd one she gives you.

Yes/ Let's open an Agreement and get you started.

Are you ready with a card for \$100 plus tax and shipping? ... **Great! Here's my phone!**

Not yet/ Let's get an Email Agreement to you. Could I suggest you take 2-3 days to think & pray about it? I'll call you on ____ at ____, and you can tell me yes or no. I've learned that the longer you think about something, the more stress you'll have. Whatever you decide is perfectly fine with me. I'll love you no matter what!



DiSC® for Team Builders

The response to the following statement might help you ascertain someone's behavioral style:
Tell me a little bit about yourself.

	D Dominance	I Influence	S Steadiness	C Conscientiousness
How she will most likely respond to statement	Will talk about her job and accomplishments	Will talk about herself and what she likes	Will talk about her family and the work she does for family or church	Will ask you to clarify the question, perhaps saying, "What do you mean by that question?"
Characteristics	<ul style="list-style-type: none"> • Results-oriented • Career-focused • Makes quick decisions • Direct • Independent • Self-confident • Impatient 	<ul style="list-style-type: none"> • People-oriented • Recognition-focused • Expressive • Loves to talk • Enthusiastic • Impulsive • Not detail-oriented 	<ul style="list-style-type: none"> • Family-oriented • Security-focused • Loyal • Easy going • Abides by the rules • Friendship is important • Slow to change 	<ul style="list-style-type: none"> • Detail-oriented • Perfectionist • Analytical • Exacting • Precise • Organized • Likes the facts
What you might focus on during team-building appointment	<ul style="list-style-type: none"> • Leadership and income potential • Independence • Moving quickly up the career path • Be your own boss • Flexibility 	<ul style="list-style-type: none"> • Working with people • Prizes • Impact she can have on others • Ability to be creative • Recognition • Seminar 	<ul style="list-style-type: none"> • Keeping priorities in order • Time spent with family and how this will help her provide for them • Friends she will make • Free education she'll receive 	<ul style="list-style-type: none"> • Able to work own hours • Personal growth • Leadership • Will appreciate all educational material available
Team-building appointment	<ul style="list-style-type: none"> • Short appointment • Be brief, but thorough • Don't dwell on the fluff • Explain marketing plan • Provide direct answers • Outline steps to leadership roles • Let her do the talking • Will probably decide quickly 	<ul style="list-style-type: none"> • Long appointment • Allow time for relationship-building • Let her do the talking • Simple explanations • Don't bore her with details • Ask her lots of questions • Provide I-stories of people who've been successful • Show pictures rather than written material • Will probably decide quickly 	<ul style="list-style-type: none"> • Give simple explanations • Share the facts about how much it costs, how much time it takes, how to get started • Explain how she'll be able to fit it into her busy schedule • Answer questions • Will probably take more than 1 appointment 	<ul style="list-style-type: none"> • Be concise • Build on Company's credibility • Use facts in print • Answer all questions • Explain exactly what it takes to move up the career path • Will probably take more than 1 appointment



CORE SKILL #8 SHARING THE MK: Overcoming Fears/Objections

I don't have time.

"Would you be surprised to know that some Independent Beauty Consultants work as little as three to five hours per week in their businesses to add income for their families? If I could show you how to consistently work three to five hours per week to add income to your financial situation, could you find three to five hours?"

I don't have any money.

"If I could teach you how to earn your initial Starter Kit investment back, could you find someone to help you get started?"

(If you think she's just saying she doesn't have money, as an excuse, then say something like, "If you had the \$100, is this something you would like to do?" The purpose of this is to determine whether she's just using money as an excuse or whether it really is an issue, that -- and whether she is truly interested in the opportunity.)

I'm not the sales type.

"Would you believe that many of the women who start a Mary Kay business are not the sales type?" (yes) "If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it?"

OR

"Do you believe that women love to take care of their skin with great products?" (yes) "If I could teach you how to help them do that, rather than try to SELL them something, would you feel better about selling Mary Kay?"

OR

"What was the first thing (I) (the Sales Director) said before (I) (she) showed the sets at the class?" (You're not under any obligation to buy a thing.)

"Did you feel that (I) (she) was pushy?" (they say no) "Do you know that (I) (we) sold \$_____ in product at that class?"

Would you agree that women love to shop? If I could teach you how to help women with their skin care and then just let them shop, rather than trying to sell them something, would you feel more confident about selling Mary Kay?"

I don't know anybody.

“Do you know one person who might allow you to show the products?” (yes) “If I can teach you how to turn that one person into others who might be interested in trying the products, would you be willing to learn?”

OR

“Do you know that some Independent Beauty Consultants didn't start with people they knew? If I can teach you how to meet people, could you be excited about a Mary Kay business?”

I don't wear makeup.

“Do you feel skin care is important?” (yes—if she says no, you may want to reconsider trying to recruit her). “Would you be surprised to learn that many of the Mary Kay products are skin and body care, rather than glamour/color products?”

OR

“Would you be surprised to learn that many of our most successful Beauty Consultants and Sales Directors don't really wear a lot of makeup, but they are committed to good skin care?”

OR

“Would you be surprised to learn that much of your Mary Kay income will likely come from women buying skin care and body care rather than make-up?”

I don't want to talk to strangers.

“If I could teach you how to build your business without talking to strangers, would you be willing to learn?”

OR

“If I could teach you how to build your Mary Kay business without talking to strangers, would you be excited to give it a try?”

I need to talk to my husband.

“What do you think your husband will say? (If she says....he’ll say to do whatever I want...then say,) So then, when your husband says to do whatever you want, will you be ready to get started or do you have more questions for me? Great. When will you be able to talk to your husband?” (Then set a time to call her back. If she says....he won’t want me to do it...then say,) “May I make a suggestion?” (sure) “You might want to explain to your husband that you want to order your kit so you can begin servicing friends and family who would like to use Mary Kay products. Consider telling him that you’re interested in the Mary Kay business opportunity, and you’d like him to come to New Consultant Education with you to get his opinion of the business, as well. Then, when you come, both you and he can hear a lot more and decide how much of the business is right for you, whether it’s a little or a lot. Do you think he will agree to that?” (Wait for her answer and then say,) “Consider letting him know how important this is to you.” (Then set a time to call her back.)

I don’t think I’d like doing Mary Kay.

“May I ask you a question? If you WERE going to do something with Mary Kay, what would be your reason? Would it be to get out of the house? Would it be for money? Would it be for something that is just yours?” (Wait for her answer—then say...) “If I promise to teach you how to work your plan and this business, what would really keep you from getting started today?” (Then she’ll start giving you her real objections and you can overcome them as outlined in this script)

I’m too shy.

“Would it surprise you to know that some of Mary Kay’s most successful Independent Beauty Consultants were extremely shy when they started their businesses and they have done very well?”

OR

“Would you like to be less shy?”

OR

“Would you like to overcome your shyness?”

“Can you see the value of doing something that is fun and that might bring you out of your shyness **AND** make you money in the process?”

OR

“Would it surprise you to know that I think most shy people are very sincere and sincerity is one of the best qualities a Mary Kay Beauty Consultant can possess?”

I know someone who did Mary Kay once and she didn't make any money/failed, etc.

"Would you agree with me that there is probably someone in every single business on earth who hasn't done well while others did?" (yes) "So what makes you think you wouldn't do well?"

OR

"Would you agree that her lack of success might have more to do more with her personal situation than with Mary Kay?"

OR

"Let me ask you a question... Have you ever worked with someone at your job who failed/quit?" (yes) "Did her quitting keep you from being successful at YOUR job?" (no) "The same is true with Mary Kay. We each have our own opportunities and responsibilities in doing well with our own Mary Kay businesses. It is not dependent on others. It is dependent on you. I will help you by leading the way."

If they give you many objections and you cannot lead them to say yes OR no.....

(In a soft voice) "May I ask you a question?" (yes)

"Do you think you may simply be scared? Fearful of the unknown?" (yes)

"I totally understand. I know how you feel; I felt that way myself; but, do you want to know what I've found?" (wait for her to say yes)

"Here's what I've found: We're all scared when we start something new, but what's the worst thing that could happen to you?" (wait for response)

"And what's the best thing that could happen to you?"

It's just not the right time.

"Would you be surprised if I told you I understand how you could feel that way, because I felt that way myself?" (Wait for her answer)

"But may I ask you what's not right about this time?" (Wait for her answer, because that will be her real objection. She may say she doesn't have time, etc. and then you can overcome with responses already provided.)