

INTERVIEW SHEET	Consultant: _____	Date: _____
Prospect's Name: _____	Home Phone No. : _____	
Address: _____	Other Phone No. : _____	
Email address: _____		

Thank her for taking the time to listen.

Tell how much you love and believe in our career opportunity. Your conviction gives her confidence! It's the career of a lifetime!!

My agenda today is not to talk you into selling Mary Kay, but to:
(telling her what to expect puts her at ease)

1. Get to know you better and let you get to know me... friends whatever you decide.
2. Share some information about the company.
3. Give you a chance to ask any questions.
4. I'll ask you if Mary Kay sounds like something you wish to pursue.

Does that sound fair? Great! Then why don't we start by telling me all about yourself:

(As she responds, you respond to her responses with affirming comments and more questions to express genuine interest, while discovering, or perhaps creating dissatisfaction)

1. **Personal:**
2. **Do? Like Most? Like least?**
3. **Do you have all the flexibility you want?**
4. **Do you feel appreciated when you do a great job?**
5. **Is there anything you could do today to change your financial situation?**
6. **If you could change one thing about your current situation, what would it be?**

6 Key Qualities which indicate strong potential for success in Mary Kay:

I recommend that you have at least 3 of these:

1. A busy person/good time manager/typically already has a "full plate"
2. People who don't know a lot of people (build businesses beyond friends and family/ train you in how to attract, not attack)
3. People who are not the "sales type". Warm and friendly. Women of the word, Go-Give; service to others, good listeners).
4. Motivated to make \$ or to help other women make \$ (\$25 - \$35 an hour, becoming debt-free, saving for future).
5. People who are family oriented (who use their children/loved ones as a reason, not as an excuse).
6. Decisive, live by their goals, rather than by their circumstances, don't use "timing" as an excuse to procrastinate when fearful (lights are never green, doers as well as thinkers, make decisions on faith).

Of these 6 characteristics, which do you think you have?

Ask which category of personality best describes her: (Mark A for 1st choice and B for 2nd choice)			
Result oriented Quick decisions Control people Likes management To the point	People oriented Love to talk Motivational Enthusiastic Loves recognition	Family oriented Loyal Slow to change Security Minded Goes by the rules	Detail oriented Perfectionist Critical, analytical Systematic Much time to change

Facts about a Mary Kay Career

- **No territories** to limit your sales or recruiting
- **No quotas** to meet
- You are SELF-EMPLOYED so you work and choose your own hours. You determine your own priorities: Faith, Family and Career
- **All training is free and continuous** throughout your career. Your starter kit is \$100 plus tax and shipping and handling. This is everything you need to teach and demonstrate Mary Kay.

Avenues of Income

- **Profit Margin**
50% of retail sales
- **Skin Care Class**
1-2 hours, Company avg is \$200 (\$35-\$50/hr)
3-6 guests present
- **Facials**
1 hour, Company avg is \$50-\$100 (\$25-\$35/hr)
1-2 guests present
- **Reorders**
Repeat sales for work previously done
- **Personal Website**
\$25 for first year (\$50 there after)
Created and update for you - available 24/7 to your customers for ordering and information
- **Preferred Customer Program**
Personalized quarterly Look Book mailing with gift with purchase offer at minimal cost to you
- **Building a Team**
Prize incentives are given for finding business associates. When you have one personal team member you receive a 4% commission on their w/s orders fro each month. When you have 3 team members, cash compensation of \$50 is given for each additional qualified recruit. This commission is paid to you from company profits. As soon as you have 5 active recruits you receive a 9-13% commission check each month.
- **Consultant Cars**
As a Team Manager you can earn the use of a FREE car. The company pays the tax, title, license and most of the insurance.
- **Directorship**
Acceptance to management is based on your performance When you and your team build a unit of a minimum of 30 team members you become a director.
Management income includes:
 - All the avenues listed above
 - Commission of 13% on Unit Production
 - Bonuses of up to \$5000 per month

Additional Benefits

- Your own cosmetics at wholesale prices
- Prizes and company promotions
- Group Health and Life Insurance available
- Tax deductions: Phone, car expenses, showcase and business supplies. You may be able to deduct a portion of home office expenses, rent, utilities, repairs.
- You will gain **SELF-CONFIDENCE** and a **POSITIVE ATTITUDE!!!**

Closing

Knowing what you know now. Which of the following choices would apply to you.

- A. Absolutely not for me, would like to remain a customer and pay retail price.
- B. Buy me a cup of coffee, and let's talk about it.
- C. Call me tomorrow after I've slept on it.
- D. Doggone it! What are we waiting for, where do I sign.

Thank her for listening.

Remember to ask her for referrals if she is not ready now.

Referrals:

Literature/CD given:

Next step:

OVERCOMING OBJECTIONS

Objection: "I don't have the money." Just look at her – she'll ask why – just say "Well if you don't have the money, then you need to do MK!" I am so challenged talking with kind sharp women who don't have disposable cash and I am sitting on an opportunity that will give you complete control over your ability to have cash. Tell me, when will you be ready to be in a position where you'd like to have complete control over disposable income whenever you want."

Objection: "I am too busy." I am a busy person too and that's why I chose you. You see, busy people make the best Consultants. They are usually the most organized and get things done.

Objection: "The time just isn't right for me now." You know, that's like saying that once all the traffic lights have turned green you'll begin your trip home. You'll never get home waiting for circumstances like those! The time to do anything will never be perfect, but we weigh the pros and cons and make our decisions anyway. Most people can make a decision within 24 hours, can I call you tomorrow for yours?