

## Script for following up with consultant' guests.....

Hi \_\_\_\_\_, this is \_\_\_\_\_. Do you have a minute or are you busy with your family? Great! I'm sure your probably wondering who this is, huh? Again, my name is Laura and I am \_\_\_\_\_'s girlfriend with Mary Kay! I'm just sneaking up on her to get your opinion on how she did at your MK party!

Did you have a good time?

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What did you like best?

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Did you learn anything new?

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As you listened to some of the Mary Kay business facts she shared, what impressed you the most about what you heard?

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Would you ever consider doing something like Mary Kay, part-time for extra money?

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At this point she'll usually say something like: Well yeah, but I really don't have any time right now or I could never sell anything or some sort of objection! Overcome every objection with a question. See below. After you ask each question and get an answer from her, you MUST follow it with...Great...

**What would keep you from getting started today, or what else would hold you back!**

This is critical. You must ask for the agreement after each objection is overcome! You can't just overcome the objection and then stop!

## **“Innerview” Script**

Thank you so much for giving me some of your precious time to help me out and practice sharing the MK information with women. My goal is to share with 15 women this month, and just by you listening and playing along, you are helping me out more than you know. So thank you, thank you, thank you!

Now, I am sure you would never consider MK for yourself, and that is so ok! All I ask is that you listen with an open heart because you never know, someone you may know might need something like Mary Kay for some extra cash.

So, my job in practicing is to just to tell you the facts and then get your opinion at the end and your job is to listen, ask questions, and answer my questions. Is that ok with you?

1. Great! \_\_\_\_\_, tell me a little about you?

If she says, what do you want to know or like what....do not guide her in what to say. I usually say just tell me anything you would want me to know. I always comment and ask more questions to find something that we have in common.

2. What do you love most about your life right now?
3. If you could have more of something, what would it be?
4. Tell me about a life-changing event, that's happened in your life that has made you the woman that you are today?
5. Tell me about the last time you were successful and what that felt like?
6. Pretend with me, if money and time were not an issue, fast forward 1 year, where do you see yourself?

Ok great, now \_\_\_\_\_, I don't want to tell you anything that you already know about Mary Kay, so tell me, what do you know about our company?

Awesome, let me take 2 minutes and tell about me.

\_\_\_\_\_, would you ever consider doing something like Mary Kay, part-time for extra money?

OBJECTION:

**I don't have time.**

If I could teach you how to earn an extra \$100 per week—that's \$400 per month—working 3 hours a week, and eventually double that to \$200/ week, could you find 3 hours?

**I don't have any money.**

- Do you have a credit card? Do you know somebody who loves you with a credit card?
- If I could show you how to earn your \$100 back within 2 weeks, could you find someone to help you get started?
- If I can teach you how to turn that \$100 into \$1000 in 30 days, could you find \$100 somewhere?

If you think she's just saying she doesn't have money (but she does)....ask her:

- If we could find you the \$100, is this something you would like to do?

**I'm not the sales type.**

- Would you believe that probably 90% of the women who start Mary Kay 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?
- 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 doing Mary Kay?
- What was the first thing (I) (my 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? Women LOVE to shop?
- If I could teach you how to help women with their skin and then just let them

shop, rather than trying to sell them something, would you feel more confident about Mary Kay?

### **I don't know anybody.**

- Do you know one person who might be a practice face for you? (yes) If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn?
- Do you know that many of our most successful consultants didn't start with people they knew? If I can teach you how to meet people, would 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 probably don't want to recruit her).

- Would you be surprised to learn that the majority of products we sell are skin care and body care, rather than makeup?
- Would you be surprised to learn that many of our most successful consultants and Directors don't really wear a lot of makeup, but they are committed to good skin care?
- Would you be surprised to learn that the majority of your Mary Kay income will 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?
- 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 will your husband say?

If she says....he'll say to do whatever I want.

- 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.

- May I make a suggestion? (sure) Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity—so after you buy order your kit, you'd like him to come to Orientation with you and get his opinion of the business as well. Then when you come to Orientation with my Director...both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that? (Wait for her answer and then say...) Would you agree with me that we can pretty much get our husband's to let us do whatever we want as long as they know it is important to us? Just let him know this is important to you. (Then set a time to call her back.)

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

Let me ask you a question? OR May I ask you a question. If you WERE going to do something like 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 hold your hand and teach you how to do this, what would keep you from getting started today? (Then she'll start giving you her real objections & you can overcome them as outlined above)

I'm too shy.

- Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business & have done very well?
- Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness AND makes you money in the

process?

- Would it surprise you to know that most shy people are very sincere and sincerity is one of the best qualities a Mary Kay 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 occupation on earth that hasn't done well while others did? (yes) So what makes you think you wouldn't do well?
- Would you agree that her lack of success might have more to do with her personal situation than with Mary Kay?
- 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, did it? (no) The same is true of Mary Kay. We each have our own opportunity. It is not dependent on others.

If they give you a bunch of objections & you can't get them to say yes or no....

- (In a soft voice.) May I ask you a question? (yes) Do you think you're just scared? (yes) Well, what's the very worst thing that could happen to you? (wait for her response...) then say...do you want to know what I think? (yes) I think the very worst thing that could happen to you is that you shop MK Sams club and save 50% on your products for the rest of your life...how would that sound?

I totally understand. I know how you feel, I felt that way myself, but 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?

Overcome objections...use **Feel, Felt, Found** method...ask questions to overcome objections...listen more than you talk! After overcoming each objection with a question, say

“So what would keep you from getting started right now/today?”

*After you overcome all objections, say. . .*

Assuming you decided this is something you'd like to try let me tell you what will happen from here so you'll get an idea of what to expect.

- The next step would be to fill out your agreement and submit it for approval to my Director. Then we would get you scheduled for New Consultant Orientation. This will include an opportunity for her to discuss individually with you what you want from Mary Kay, and help you tailor it to your life, your schedule and your needs. There are no have-to's, your Director is just there to show you what is available and support you in your business. Unless you have any more questions, it sounds to me like you are at the fun part, which is just deciding. Have you decided this is something you would like to try, or do you need more time to make your decision?

If they say, “I think I want to do this...” Tell her whats next.

If they say, “I need to think about it...” use the following:

“G” (Ask for a decision)

Great. . .Take the time tonight that you need to make your decision.

“R” (Minimize the decision)

Remember, it’s not brain surgery and don’t make this a bigger decision than it really is.

“E” (Explain your reason for asking)

Even though I’d love to work with you, I won’t pressure you to do Mary Kay. I only want to work with you if you really want to do this. I will, however, ask you to make a decision; because I hate to see you agonize over it. I would not want to become that “pesky” Mary Kay lady.

“A” (Take away the pressure to say yes)

After you have thought about it, if you decide to do this; I’m going to love working with you. If you decide not to, I’m going to love having you as a customer. Either way, we both win, so you just decide what is best for you. I’ll call you tomorrow and find out what you have decided.

“T” (Leave her with food for thought)

Two things to consider...the very worst thing that will happen is that you will decide this is not for you, and you’ll be right where you are now (state current situation). You’ll be able to say, “I tried that, but it wasn’t for me”, instead of wondering, what if?

- I’ll call you tomorrow for your decision. When would be a good time to catch you tomorrow? Be sure to give me a call if you have any questions between now and then.



**Money** is one of the most common reasons why women start their Mary Kay business. Now there are two main ways you can earn money. The first is selling our Mary Kay products. You know what is so incredible is that we make a 50% commission from every item we sell. For example, we buy a hand cream for five bucks and we sell it for ten. You know, we have the highest paid sales commission out of any other company in the United States and what I appreciate is how fair Mary Kay is. Everyone makes the same 50% commission whether you are brand new in Mary Kay or you have been in Mary Kay for 50 years. Now, there are many ways you can sell products by holding parties which is three or more people, doing one on one appointments which we call a facial, on the go sales which is where you are at a baseball game and someone request products from you and catalogue sales. Also you can sell through your Mary Kay personal website which is so awesome and the best part is it only costs \$25.00 for an entire year and that can link to Facebook.

Now the second way we make money is through team building. Now it is not required but it is definitely a smart way to earn more income. This is in addition to the 50% sales commission on the products and we get what is called a Love Check of a 4, 9, 13 or 26% based on where we are on the career path on everyone we sponsor into the company. Now what is great is this commission start with the very first team member. This commission doesn't come out of my team members pay check or consultant's pay check it comes straight from Mary Kay corporate office. Now in addition to the recruiter's commission you can earn additional bonuses. A fun fact is there is actually more women earning more than \$100,000.00 per year in Mary Kay than any other company in the United States.

**Recognition:** We earn all sorts of prizes weekly, monthly, quarterly and yearly. And you know, Mary Kay Ash's philosophy is to praise people to success. You see most people are told that all the things they do wrong or what they need to change in the jobs and in Mary Kay we praise you for what you did do. Now, I didn't really think that I was motivated by prizes but let me tell you, I learned that I am. You can earn everything from luggage to big screen TV to Dyson vacuum, Michael Kors sunglasses, designer china, Kate Spade bags, to over lots and lots of diamonds, trips all around the world to Greece, turkey, Italy, Hawaii, France, Monaco and China all compliments of Mary Kay. What is neat is even as a brand new consultant, you earn prizes as well as you progress up the career path the prizes get bigger and bigger.

Another reason I have found that people choose to start their Mary Kay business is for the **Self Esteem and the personal growth**. And I will tell you that Mary Kay is the best self-improvement course I have been paid to take. You know this opportunity has really helped me my comfort zone and really help support other people so beautiful with our products. You know that feeling when you help someone, you feel so wonderful and it is true when you help someone feel good on the outside they start to transform on inside. I call this a paycheck of the Heart.

**Career cars.** Yes, we earn cars in Mary Kay and everyone is eligible to earn a career car. You might be familiar with the pink Cadillac, but did you know that not all of our cars are pink. Well the first car that you earn is a Chevy Cruise. It is white or you can take \$375.00 per month in cash compensation. The second car level is the Chevy Equinox or \$500.00 per month in cash compensation. The third car level is the new BMW 320i or \$500.00 per month in cash compensation. Then after that it is the pink Cadillac you can choose from the SRX or CTS or \$900.00 per month in cash compensation. Now here is the great deal, is that if you take the car Mary Kay will also pay 85% of your insurance, tags, license and registration. I know it is a sweet

deal. I earned my very first Mary Kay car in my first year of really working the business and we are currently earning the Chevy Equinox and let me tell you, I am so excited! So, hypothetically, just asking, if you were to earn a car would you take the car or the cash compensation?

**Advantages and the advancements.** The good thing is we sell skin care and color cosmetics which are consumable products, like bread and sugar. So, reorders are a large part of our income. We are the #1 best selling brand of skin care and color cosmetics and we have been for the past 14 years. You know I also love that you can advance at your own pace with this opportunity. I have many doctors, lawyers, teachers and stay at home moms on our team that love what would they do, but they do Mary Kay for the fun, friends and extra spending money and get a discount on their personal products. You see, there are no territories, so you can sell or team build anywhere in the US. In fact, we are in 37 markets world wide. You can work internationally if you desire. There are no quotas on what you have to sell or how many parties you must hold and all of the training is provided. You see most people join us in the company and don't know a thing about skin care or color cosmetics. But as long as you are willing to learn we can teach you everything you need to know.

- Another huge perk is the tax advantages, things like mileage to and from your appointments, your cell phone, a percentage of the square footage of your home are tax deductible because of your home based business.

**Flexibility** and the fact you can be your own boss. You see, you can work as much or as little as you want to. Set your own schedule, you can be as involved as you want to be. Maybe you want to work another job or you are in school full time or you are a mother or wife. So they love that they can work their Mary Kay business when they can in small pockets of time. You know, I always tell me team you can never complain about your boss ever again because it is you. And I decided, well I am the best boss I have ever had. The good thing to know is that you are in business for yourself but not by yourself. When you join Mary Kay you have a free business advisor, we call a sales director, like me.