

Name: _____

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FOLLOW UP AND FOLLOW THROUGH FOR RESULTS.....

Hi _____, this is _____. Do you have a minute or are you busy with your family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of (completing my Power/Perfect Start) (earning my car) (finishing my STAR). I really appreciate your taking time to help me toward that goal! Thank you!

Did you have a good time last night? _____

What did you like best? _____

Did you learn anything about skin care and glamour that you didn't already know?

Were there any products that you didn't purchase last night that you can't live without? I'll be doing deliveries later on in the week and I'd be happy to drop by anything you are in need of _____

As you listened to the Mary Kay marketing plan, and the opportunity it offers to consultants, what impressed you the most about what you heard? _____

Have you ever thought about doing anything like Mary Kay, part-time for extra money?

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!

OBJECTION:

I don't have time.

I don't have any money.

QUESTION:

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?

Do you have a credit card?
Do you know somebody who loves you with a credit card?

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

I'm not the sales type.

I don't know anybody.

If I could show you how to earn your \$100 back within 2 weeks, could you find someone to help you get started?

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

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?

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?

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I don't wear makeup.

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?

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

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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 to shy.

Would it surprise you to know that
Some of our most successful
consultants were extremely shy when

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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 save 50% on your products for
the rest of your life...does that scare
you?

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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 objectionst...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....", you say, "Great. When is a good time today or tonight for me to swing by and pick up your agreement? (Pick up that day or evening, no exceptions!)

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

A "GREAT METHOD FOR CLOSING!"

"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

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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.