

RECRUITING DO'S AND DON'TS

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DON'T: Prejudge... i.e., she's never worked before, she has a good job, she's too shy, she doesn't look that great, she's so busy, etc.

DO: Remember Mary Kay Beauty Consultants come in all sizes, shapes, and different career backgrounds. Did you know that a very large part of our sales force is former teachers and nurses? Your only job is to offer her enough information to help her make an intelligent decision. Remember, many women have "good jobs" but have no future in that job.

DON'T: Dangle...give someone the literature and never get back with them to explain the Marketing Plan... or keep saying you'd be great in Mary Kay and never sit down and tell her why you think so and go over the information. In other words, don't expect people to read the information, call you and ask where do I sign. This is rare and it's not going to build your team.

DO: ALWAYS FOLLOW UP!!! FOLLOW UP!!! Be professional and treat this opportunity like a business. Recruiting will build your future. Present the Marketing Plan and CLOSE. Present the Marketing Plan and CLOSE. Present the Marketing Plan and CLOSE – you get the idea.

DON'T: HESITATE... to set the appointment, close, etc. DO IT NOW! TODAY IS THE DAY TO ACT!

DO: Share your career opportunity every chance you get. When you close your interview ask for her decision. If she can't give you a decision on the spot (for whatever reason) say, "Mary, take this information home, share it with your husband, write down any questions he or you may have and I'll call you tomorrow to answer your questions and see what you have decided. Which would be the best time for me to call – tomorrow afternoon or evening?" If possible, don't wait more than 24 hours to get her decision. Don't be afraid to get a "no". Many people have said no several times before they have become a Consultant. Natalie Holtgrewe turned me down for a year before signing her Agreement. Get the "no", try to remove her objection and MOVE ON...

DON'T: OVERWHELM... with too much information, i.e., spend a lot of time explaining Seminar, or how much money National's make, or anything she can't relate to at this point.

DO: Find out what she needs, tailor your presentation, tell her how much she can make, mention free training, support, unlimited potential, and how much it costs to begin.

DON'T: Try to sell her on inventory during the Marketing Plan presentation. Too many times people have decided against a career in Mary Kay because they thought they had to have 2 or 3 thousand dollars to get started. Let her make one decision at a time. First, does she want to try this? Allow her to submit her Agreement and her \$100 (plus tax and shipping) so she can get started with her training. Don't let a decision to try Mary Kay be complicated by how much inventory, if any, she will buy. After she has decided to become a Consultant, your Director will be happy to explain the different ways she can start her business. This is done at New Consultant Training, or over the phone with out of town Consultants. All you have to do is help her decide to sign her Agreement, submit her check and start her training.

DO: Tell her about inventory – if she asks. For instance, you can say, “Mary, after your Agreement has been accepted by the Company you will be eligible to buy inventory at wholesale. There are several ways you can start your business. You can sell and take orders, or you can choose to deliver on the spot. My Director will go over that information with you at your Orientation Class.” Remember, Mary Kay does not require a Consultant to start her business with inventory. Many successful people did not. Naturally, we know it is much easier with inventory than without and your Director is able to show people how they can increase their profit margin by delivering on the spot. However, I feel it is important to her to make ONE DECISION AT A TIME. #1...AM I GOING TO TRY THIS? #2...HOW DO I WANT TO START MY BUSINESS?

DON'T: Always take “no” for an answer. LEARN HOW TO OVERCOME COMMON OBJECTIONS... i.e., I can't sell, I don't have the time, etc.

DO: Remember, “no” usually means, “I NEED MORE INFORMATION”.