



LISTEN FOR A LIPSTICK



Prospect name: _____ Date _____
 Phone# of choice: _____ Consultant: _____
 Address _____
 E-mail address _____

Tell of free lipstick/gloss – get shade at 24-hr follow-up phone call

Thank her for listening and tell how it helps you to hear about MK and learn peoples' different reactions. Ask her to listen w/an open heart, because she might hear something about MK that might be a benefit to her and her family. If not for her, she might have someone else in mind for you

1. Tell me about yourself, family, job, hobbies, education, passions, likes, etc. _____

2. What do you like most about your present situation? _____
3. What would you like to change? _____
4. What do you value most in your life right now? _____
5. In the next five to ten years, what would be the ideal situation for you and your family? _____

6. If I had only 5 min to tell you what you most want to know about a MK career to see if it were for you... what would that be?

Tell your quick "I-Story" relating to things that would appeal to hear. Then have her draw a line down the center of a piece of paper and divide it into two column and have her label them "Marketing" and "Money" .

Marketing

1. **No Territories** (can sell/recruit anywhere in the U.S.)
2. **No Quotas** as little or as much as you want to work...
Three types of consultants...hobby, part-time (*which is the majority of those in MK who work around their already existing schedule*) and career consultant who has a goal of earning a car or becoming a sales director You choose.
3. **Company Priorities:** Faith 1st, Family 2nd, Career 3rd
We encourage you to truly live these priorities and make a weekly schedule around your values...show weekly plan sheet at this time and talk about her priorities
4. **Company Principal** is the Golden Rule (Do unto Others...) Mary Kay Motto is "Enriching Women's Lives"
5. **Equal Opportunity Advancement** – You decide when and if you want to move up. You're your own boss – in MK we are in business for ourselves, but we are never by ourselves. *"No winners or losers only CHOOSERS!"*
6. **90% Buyback** (Explain, and tell of Starter Kit cost and contents - \$100 to find out!)

Just for fun, let's say you decided to try Mary Kay, just as a hobby. Which of the things I just mentioned would be most appealing to you, or be the reason you decided to try it? (*Listen, be quiet and let her talk. Circle her answers.*)

(*Ask the same question when you're done going over the "Money" list as well. Circle answers.*)

Money

1. **Appointments:** Skincare classes, Facials & On-the Go 50% Profit Buy for \$1 sell for \$2. Average class \$200-300 in sales
Great profit in a very short amount of time, wouldn't you agree?
2. **Reorders:** consumable product, skin care customers reorder an average of every three months; we're NOT "sales people" – rather we teach skin care and provide a service to our customers and build relationships with them.. Mary Kay has been the #1 brand of skincare and cosmetics in the US every year since 1993!
3. **Team Building:** 4% commission paid when your team member orders from the company. Build your team to 5 or more and Mary Kay pays you 9 or 13% **We are Dual Marketing NOT multi-level:** One wholesale sale and one retail sale. Also, the commissions paid to you as you build a team are paid from MARY KAY's profits!
4. **Car Program:** On the consultant level you can earn the Chevy Malibu when you build your team to 14 active team members and meet the production requirements. MK pays the tax, tags and a good portion of the insurance. Unlimited mileage and replaced every two years.(You can also take the monthly cash option \$375/month). Sales Directors also can earn a Toyota Camry or Chevy Equinox (or \$500 cash option per month) or Pink Cadillac (\$900 cash option per month).
5. **Tax Deductions:** Home, office & supplies, car, personal use, gifts, internet, cell phone, long distance, postage etc.
6. **Directorship:** Still a consultant earning 50% on sales. 13% on personal team and 13% on entire Unit's production plus monthly bonuses starting at \$500 based on the total unit production. Going from consultant to director is immediately 3-4 times the earnings My Sales Director Amy Bowman's highest check is over \$8100 for one month and Highest Commission Check paid in Mary Kay for ONE MONTH was over \$140,000 to one of our National Sales Directors!

1. Hypothetically; if you were to become a consultant, what are your personal strengths and why would you be good? _____
2. What would be the worst thing that could happen if you gave MK a try? _____
3. What would be the best thing? _____
4. What QUESTIONS do you have for me? _____

5. Ok, so I just have to ask...

Is there any reason why you wouldn't want to become a consultant today? _____

(If she says yes fill out agreement, and give her the Ready Set Sell brochure. If she says no, or isn't quite sure ask the next question (Make sure and tell about the Starter Kit/Contents and any current signing bonuses!)

If you sense interest, but some hesitation...ask her **WOULD IT HELP YOU TO KNOW WHAT THE NEXT STEPS WOULD BE IF YOU DID DECIDE TO BECOME A CONSULTANT?**

* If she's not ready to order her kit today, address objections, tell her why you think MK would benefit her based on her interests, goals and feedback from the Marketing/Money portion. **"Paint the picture"** of how you see MK fitting into her life and benefiting her and her family. Tell her to take a day to think about it – and that when you call her tomorrow to get her lipstick/gloss choice you can see where she's at with this. **ASK HER TO CONSIDER WHY SHE COULD DO MARY KAY.**

24-hour Follow-Up Phone Call Date/Time:	Lipstick/gloss Choice:
Have you thought any more about becoming a consultant? <i>(Address Objectives/re-paint the picture of MK in her life for her, again using her life, her goals, and what she liked best about the MK opportunity):</i>	Next Step (Complete Agreement, send more MK info. w/the free lipstick, invite to an event, etc.):
OBJECTION:	RESPONSE:
I don't have the time.	None of us have any time anymore, do we? Such a crazy world! MK just fits into whatever you're already doing. (Give an example.) From the "hobbyist" to sole support of a family..
I don't have the money.	That's a great reason to start MK! It's awful to be tight for money! (Do you have a credit card? Do you know someone that loves you that has a credit card?)
It's not the right time.	I know how you feel, but there IS no right time. In this world we're either in a crisis, coming out of a crisis or about to head into one. This is why I think this IS a good time for you... (Paint the picture.)
I'm not the sales type.	Great! We're about the "relationship" w/the customer. We service her needs and educate.
I don't know anybody.	The average person has 200-500 people in her circle of influence - people who would know her. Can you believe it??!
I don't wear make-up.	Mary Kay's passion and true focus is skin care!
I need to talk to my husband.	What do you think he will say? I'm sure you'll find that he trusts and supports you. Men know that if their women are happy – they're happy!
I'm to shy.	Would it surprise you to know that some of our most successful Consultants were extremely shy when they began MK? Do you like being shy?
I'm allergic to Mary Kay.	What happened? What were you allergic to? When did this happen? Have you tried MK lately?
I know someone who did Mary Kay and she didn't make any money/she failed, etc.	Would you agree w/me that there is probably someone in every single occupation on earth that hasn't done well while others did? What makes you think you wouldn't do well?