

Short Interview

This type of interview is used to peak the interest of a potential recruit, share a little with someone on a lunch hour, someone that has kids running around or to follow a facial to see their interest level.

Intro:

_____, I would like to share 3 things that most people want to know about Mary Kay (or the 3 things that most interest people in a career with Mary Kay). Before we do that, tell me a little about you.

(Let her take a couple of minutes to tell you about herself. This will tell you about her personality, things that are important to her and how Mary Kay might fill a need in her life)

Share a short I-story of your life and journey in Mary Kay.

1st

Well, the 1st thing that most people want to know about Mary Kay is:

*How much does it take to get started?

(Show picture of starter kit and explain what comes in it and that it is the only required investment to begin a career with Mary Kay)

2nd

The 2nd thing most people want to know:

*How much money can I make?

(Share your story and let her know that most new consultants clear \$50-\$75 an hour for the time they share the product w/others. We have unlimited income potential and we have 2 ways they can make money. Sales — 50% profit and commission earning 4% with their very first team member)

3rd

The 3rd thing most want to know:

*How much time does it take?

(Share that it can take as little as just a couple of hours a week or they can replace full time pay with only part time hours. The more time they invest, the faster they move up and the more money they make. But they can also take it as slow as they want, putting it in the pockets of time they have available)

Closing:

If you only had 5 more minutes with me, what is one burning question you would have for me?
(Answer her question)

From here, we have 3 options, which one best describes your interest:

- A: Absolutely! You are ready to become a consultant today (get her agreement in ASAP!)
—If she needs to think about it, give her 24-48 hrs. and follow up.
- B: Bribery: I have peaked your interest and would like to meet again to hear more facts and answer any more questions. Set a date right then to meet again.
- C: Check Back Later: Right now is not a good time. (Get permission to invite her to a guest event or success night to see more of what we do)