

INTERVIEW OUTLINE

Date: _____

Name: _____ Consultant Name: _____

Address: _____

City, State, Zip _____

Hm Ph _____ Wk Ph _____ Cell _____

Email _____

Best Time to Call: _____ Current Occupation: _____

THE AGENDA

1. I will ask you a few questions to get to know you better.
2. I will tell you about myself.
3. I will share the Mary Kay opportunity.
4. I am going to ask if you have any questions and what your interest level is.
5. I understand that the Mary Kay Opportunity may not be for you but at the end, I need to ask you "IS THIS SOMETHING FOR YOU?" I just want you to know what to expect.

1. If you could describe yourself in 3 words, what would they be?

2. What do you like best about what you do? _____

3. What would you like to change? _____

4. Where do you see yourself five years from now?

5. If you could create the dream job, what two or three things would be the most important? _____

6. At this point in your life, what do you feel you need and value the most?

7. Thinking of your current job...

...consider it to be a career of a lifetime? yes no

...have flexibility to take time off whenever you desire? yes no

...honestly feel you are paid what you are worth? yes no

8. What are some facts about a Mary Kay career that you would want to know? _____

SEVEN KEY QUALITIES FOR SUCCESS **FOR MARY KAY BEAUTY CONSULTANTS**

1. **WE ARE BUSY PEOPLE!!** Busy people get the most done!!
 - They know how to prioritize, manage their time, get things done!
 - The average consultant (over 75%) work full time, she is married with 2 children and is VERY busy!

2. **WE ARE NOT “THE SALES TYPE!!”**
 - We are not pushy but informative.
 - We like people and want repeat business from happy customers.
 - We are not aggressive. We attract, not attack!

3. **WE DON'T ALWAYS KNOW A LOT OF PEOPLE!**
 - That is okay. Nobody gets rich off of family and friends! (Don't they always want to something for nothing or want to know how big is their discount?)
 - Mary Kay is a wonderful way to meet people.
 - Developing customers is covered in training, plus we give you lots of ideas at weekly meetings.

4. **WE ARE FAMILY ORIENTED!**
 - We are motivated by the needs of our families.
 - We don't use our family as an excuse, but as a reason to do well!
 - We want more for our family and want to set a good example for our children. We want to pass on a good work ethic. More is caught than is taught!

5. **MANY HAVE MORE MONTH THAN MONEY!!**
 - Therefore, they are motivated to make more money!
 - They are goal-oriented and ambitious.
 - They can find access to some money. (Women can be very creative with finances!)

6. **WE ARE HAPPY WITH OUR LIVES BUT ARE LOOKING FOR SOMETHING MORE!**
 - Some desire more self-confidence and personal growth.
 - Some feel they lost their own identity as Mom, wife, etc.
 - Some want to make a difference & build positive relationships while doing it!

7. **A DECISION MAKER!!** Successful women take advantage of opportunities.
 - We know there is never a perfect time to begin something new. You NEVER have 100% of your time freed up! The lights on the highway are never all green at the same time!
 - We take one step at a time on our own timetables, at our own pace.
 - We know you will never really know unless you try.

HOW MANY OF THESE QUALITIES APPLY TO YOU? If you have 2 or more of these qualities, you should take a serious look at a Mary Kay Career for you!

Now, I'd like to share with you a little about Mary Kay!

MARKETING PLAN

*Income is based on retail sales. 50% discount on wholesale purchase. Purchase for \$1.00, sell for \$2.00

*"Dual" Marketing, NOT multi-level or pyramid

*90% buy-back guarantee on Section 1 products purchased from the company.

*Everyone begins at the same level and promotes themselves based on performance and leadership.

*No territories, sales or time quotas assigned.

*Consumable product

AVENUES OF INCOME

*Product Marketing

1. On the Face – facials and classes
2. On the Go – 15 min. "show & tell" appointments
3. Online – shop 24/7 with our website
4. On Paper – catalogs, brochures
5. On with the show – party presentations

*Team Building – paid commissions on people you recruit

*Leadership – commissions paid to Directors

Women come into Mary Kay for a variety of reasons. Which of the following would be important to you?

Company Philosophy: God first, family second, career third & living by the Golden Rule.

Money: Unlimited earning potential

Recognition: Prizes & awards for outstanding achievements

Flexibility: Work around your schedule

Self-esteem: Positive support system that encourages success.

Car program: Earn the use of a company car with the tax, title, tag & most of the insurance paid.

Tax Advantages

No territories or quotas: Sell products & build your team anywhere in the U.S.

Helping others feel better about themselves

Being your own boss

DO YOU HAVE ANY QUESTIONS???

LET ME TELL YOU WHAT IT TAKES TO GET STARTED!

- 1) You complete an agreement, either on paper or on-line, and submit it with payment for your Starter Kit. Your total will be \$_____. (\$100 + State Tax + \$7.95 shipping) Your starter kit will arrive in about a week-10 days. The Starter Kit has almost \$150 in FREE RETAIL PRODUCT enclosed, along with all of the training, samples and tools you need to get started.
- 2) Start your training. (Give training schedule)

DO YOU HAVE ANY QUESTIONS???

Now, let me close with my final questions.

1) IF YOU DID THIS, WHAT WOULD YOU ENJOY THE MOST?

2) WHAT ASSETS DO YOU HAVE THAT WOULD MAKE YOU AN ASSET TO MARY KAY?

3) IT TAKES 1-2 HOURS TO DO AN APPOINTMENT, HOW MANY WOULD YOU HOLD PER WEEK? (Use the weekly planning sheet here to show her how she would have the time.)

4) IF I SHOW YOU HOW TO DO THIS, COULD YOU DO IT?

5) IF I COULD SHOW YOU HOW TO TAKE \$100 AND TURN IT INTO \$1000 IN 30 DAYS, COULD YOU FIND \$100? (see bottom)

Remember at the beginning of the interview I told you that I was going to ask you your interest level and if Mary Kay is something for you? Well, here it comes.....

On a scale of 1-10, based upon what you know so far, what is your current interest level in our Mary Kay opportunity? ONE means "I wouldn't do Mary Kay if I was starving to death and had to eat grass!" TEN means "This is DEFINITELY something I want to do!" FIVE is a chicken answer!

IS THERE ANY REASON WHY WE COULDN'T GET YOU STARTED TODAY? How would you like to handle it... Visa, MC, Discover, check, cash?

(ONLY DO THIS IF SHE NEEDS MORE TIME!!!)

Why don't you take the "PILLOW TEST"? Sleep on it and if you go to sleep thinking about Mary Kay, wake up thinking about Mary Kay, think about if you should do this during the day, then trust me, go ahead and give it a shot! You will never really know unless you try!

When would be the best time to contact you within the next 24 hours to get your decision? _____

If she says NO....please know that we appreciate you for taking time to hear some facts. You can be a talent scout for us!

COMMENTS:

To show her how to turn \$100 into \$1000 in one month.....

- 3 classes a week (3-6 hours) X \$200 class average = \$600
- \$600 X 4 weeks = \$2400 at 50% profit = \$1200 (even at a 60/40% split, that is \$960 profit) Then ask "Is that enough?"