

How To Build Your Business

WORKING FULL CIRCLE(Always know what your next step is with someone you're working with!)

Creating Sources of Bookings

- ☆ Make a list of people you know
- ☆ Learn to hand out business cards and get a name/number back when you meet people...while you're living your life!
- ☆ Do Facial Boxes
- ☆ Sponsor booths at events
- ☆ Join a networking group (Chamber of Commerce, Women's Group, etc.)
- ☆ Ask for referrals
- ☆ Meet them at your skin care classes!

BOOK them:

- ☆ To be a model or have a facial at your success event. If she'd like she could bring a friend.
- ☆ For a facial at her home or yours. ` It's just as easy for me to do several people as it is to do one...so if you'd feel more comfortable inviting a few friends, that'd be fine. It's also fun to get your friend's opinion of your look.' (It's then a Skin Care Class.)
- ☆ Give them a sample of Time Wise and ask them if you can call them in 2 days to see what they thought of it. Or, ask them if they'd mail the survey (already stamped) back to you when they try it.

Coach them:

Initial Coaching

- ☆ If they'll be a model, give them a map to your meeting location on-the-spot..
- ☆ If the appointment is more than a few days away, send a reminder postcard.
- ☆ Call the day of the event, even if you've talked to them recently, and you're SURE that they'll be there. It's important! They might have lost your number or had an emergency. It's our job to call them.
- ☆ If you've scheduled a skin care class, let the hostess know that you'll be calling her on a specific date and time to get the guest list. For example if you meet her at a class on Monday and she schedules her class on the following Monday, I'd ask her if it's OK to call her Thursday (set an approximate time to call - at her work, if possible) to get her guest list.

Telephone Coaching

- ☆ Review Hostess Credit
- ☆ Get the guest list

- ☆ Talk about what time you'll arrive (usually 45 minutes early to set up and do her Personalized Color Appointment, if this is her 2nd facial. If this is her 1st facial, she does the skin care class with everyone else, usually. So you could arrive about 30 minutes early.)
- ☆ Discuss snacks (recommending that they keep it simple and serve them after the class).

Here's one possible way to do 'Hostess Credit':

Let her know that for sharing her facial with friends, she can earn up to \$50 in FREE Mary Kay Product. Here's how...

- ☆ If she has the guest list when you call her on _____, she gets \$10 in FREE Mary Kay product.
- ☆ If she holds the class on the originally scheduled date, she gets \$10 more in FREE Mary Kay product.
- ☆ When she has 5 adult guests there that are not already your customers, she gets \$10 more in FREE Mary Kay product. (FYI...If someone attends that is a customer of another Mary Kay consultant, let her know that she can buy anything she wants tonight, to honor the hostess, but that you won't be following up with her, since she has another consultant.)
- ☆ If some of her guests can't attend, they can place outside orders with her. If she has \$100 in outside orders, she gets \$10 more in FREE Mary Kay product.
- ☆ If 2 of her guests choose to schedule their own Mary Kay Skin Care Classes to be shared with their friends, she gets \$10 more in FREE Mary Kay product.

Here's another option:

- ☆ Some customers are not interested in a complicated Hostess Credit method. You might just tell them that if they share their facial with 3 friends over 18 who aren't already your customers you'll give them \$25 in FREE Mary Kay product.
- ☆ This is called "Guaranteed Hostess Credit". No matter what the outcome of the class is, concerning sales or bookings, you're guaranteeing the hostess that you'll give her that product. It's easier to explain. The only down-side of this approach is that they may not buy, and you still give the FREE product. In most cases, they will buy!

Another Option...The Hostess Brochure

You can also use the company Hostess Brochure that contains the point system. Women that have been hostesses before for other direct sales companies usually like this, and understand it.

Call Guests

Pre-Profile the guests in advance (usually on the phone) - the point is to intrigue and excite people to come. This means to have her (or you) fill out the skin care profile.

Also, ask the following questions:

- ☆ What are you currently using to clean your skin?
- ☆ Do you use any other skin care products (like toner, moisturizer, etc.)?
- ☆ Do you currently use foundation? What type (cream, liquid, oil-free)?
- ☆ What color of clothing do you look best in, or wear most often?
- ☆ If there was one thing about your skin or color cosmetics that I could help you with when we get together, what would it be? (Note: THIS IS THE MOST IMPORTANT QUESTION!!!)
- ☆ Find that one thing that they are looking for, and say "I'm so glad you'll be coming because...". Tell them if they'll be there 15 minutes early, they can get the Satin Hands treatment.

Pre-Class or Kitchen Coaching

- ☆ Four Point Recruiting Plan- Point #1
Ask the hostess to tell you a little about the women that are coming. Then, ask her...which of them would be good at doing what I do? After she tells you, say..."How about you?"

The Class

Greet the guests and begin with the Satin Hands treatment. Wait on the hand cream until after the class is over. You can also match the Day Radiance shade at this time, if you'd like (it saves time later).

RENA's Second-facial words (memorize these!!!)

"I'll be sharing a lot of information today and I don't expect you to take notes and memorize it all. That's the very reason the company likes us to give you two facials: one to introduce you to the product and a 2nd one within a week to 10 days to make sure you're getting full benefit from the products you purchased. So, before you leave today, I will be setting up a time with you for your 2nd facial."

- ☆ 4 Point Recruiting Plan- Point #2- Give a heartfelt, enthusiastic "I-Story" about why you do your Mary Kay business. You can even share information about your director or someone you admire.
- ☆ Then say..."I always like to share that, because maybe one of you would like to hear more about this business, or you may know someone that would be good, and you could refer them to me. And, I always give a really nice gift to anyone that refers someone to me that is accepted by our company as a

beauty consultant(4 Point Recruiting Plan-Point #4). So watch me tonight, and if you have any question, I can send you home with some information. Or , you could say...Mary Kay says that at every skin care class, there is at least one person that would be a good consultants. Who do you think it'd be? Often time they select the right person!

☆ Do the Skin Care Class Like It's Done on the Video!

☆ Don't do eyes!

THE 3 "B"s -

Sell BASICS

Get BOOKINGS

Find BUSINESS PARTNERS

Do a Table Close

One way is to use the Complete Collection Display Tray

Take the items off the tray, then put them back on...start with the Basic...and follow the sets on the back of the Beauty Book, which you've given them to follow along with. If they buy the Basic, I give them one additional color cosmetics item at 1/2 price. If they buy the Basic and one other set, I give them 2 color cosmetics items at 1/2 price. For every additional set they buy, they get another color cosmetics item at 1/2 price.

"Now, I'd like to get your opinion. Please answer the questions on the back of your profile card."

(Read questions out loud)

(Have a pen ready for each person)

Say, "OK, now _____ (hostess) has some refreshments for you, and I'd like to visit with each of you in the other room to answer any questions, and see how I can help you. _____(most enthusiastic person, or person leaving first), would you be first? Please bring your profile and beauty book."

Do Individual Consultations (Individual Close) Away from the group. You get up and move.

☆ Have your display or sets with you.

☆ Ask the following questions:

1. Did you have fun?
2. How does your skin feel?
3. Which part of the facial did you like the best?
4. Do you have any questions for me that I haven't already answered?

Then I say, "OK, lets look at your answers to the questions on the profile." Walk through the questions. When it comes to the part about what products they were

interested in, go over that and say, "what would you like to start with?"

Fill out the sales ticket and collect the money. This is important!

Then say, "OK, and I see that , you were also interested in our _____ (products) and you'd like to learn more about _____, and you listed a few friends who might enjoy a facial.

When we get together for your personalized makeover, is there any reason why you couldn't invite those friends to share it with you? It would be fun, and you could earn some free product. _____ what would be better for you, daytime, evening, or weekends? I have an opening on _____ or _____, Which seems better for you?"

If they are unsure of the date, tell them that they can call you within 24 hours to change the date, if they need to. That way, if the hostess is doing hostess credit, you'll give her credit for the bookings that night.

Give them a hostess brochure or handout about the hostess credit program they are using. Or, just explain the \$25 in FREE product. Also, give them some beauty books, so they can use them for outside orders.

If they aren't interested in scheduling a skin care class, invite them to your Success Event for their check-up facial. In general, you don't do individual check-up facials. Or, select 2 nights a month where you invite all of the individual check-up facials for the month to your home.

Then say, "I see that you checked that you'd like information about the career opportunity." (Even if she didn't check that, but you see her as a prospect, say...) "I'd like to send you home with some information and a tape (Something More, Changing the Lives of Women Around the World, Choices, etc.) and ...

call you in the next few days to answer any questions you have. Or...

meet with you in the next few days for a coke to discuss it. Or...

We have a success meeting (or other event coming up) that I'd love for you to attend with me, as my guest (or model).

"Should I call you tomorrow, or would the next day be better?"

Mary Kay may or may not be right for you, and that's OK. If after 10 minutes you don't want to hear anymore of what I have to say, we'll call it a coffee date! At the very

worst, we'll have a great time sipping coffee together! But....if it IS for you, and MK could change your life and give you a career opportunity like it did for me when I was unsuspecting and thought I had no interest, I will be thrilled to have extended that invitation to you.!"

FOLLOW UP! They're HOT the first day...WARM the second day...and COLD the third day!

CLOSE THE RECRUIT

- ☆ Ask the question.
- ☆ Have the pen ready.
- ☆ Don't talk. The person that speaks first loses!

Customer Service

2+2+2

- ☆ 2 Days
- ☆ 2 Weeks
- ☆ 2 Months

Preferred Customer Program

To Earn a Car

3+3+3

- ☆ 3 Classes per week
- ☆ 3 Interviews per week
- ☆ \$300 in NEW sales...reorders are gravy!

Script to book a recruiting interview

Hi, _____. This is _____. The reason I'm calling is because I'm building a team within Mary Kay, and I'm looking for really sharp women to be part of my team. I wondered if you would be open to meeting with me for a Coke and let me tell you a little about the Mary Kay business. It may or may not be something you are interested in now, (but) you may have an interest in the future, or you may know somebody that would be good at this, and you could refer them to me...being like a talent scout. Could we get together for about 30 minutes for a coke? (no pause till now).

(Schedule it as soon as possible)

- ☆ You might offer a free gift for them taking the time to listen (ex: eye shadow, lipstick, etc.)
- ☆ Book previous hostesses or current customers

- ☆ Use \$75 for \$25 or
- ☆ Offer them a 30% discount for 3 months if they hostess a class in the next 2 weeks.
- ☆ or whatever special you're excited about!
- ☆ Get excited about what you're doing.
- ☆ Set a goal to hold a certain number of classes or break a record.

You're your own boss. Your goal takes the place of you having a boss! A Customer moves around the circle and either stays a customer and a source of future sales, bookings, and referrals or becomes a consultant!