

SKIN CARE CLASS: The 4 Point Recruiting Plan: Print and Use

The 4 Point Recruiting Plan is one of the BASICS of the business. Use it only if you want to build a team and have your dreams come true.

Remember that people recruit CLOSE to the product...right after a facial, a class, a unit meeting where they try the product, a 'drop by' seasonal checkup...looking at new products, etc... BUT ODDS ARE THAT YOU WILL NEED TO ASK!!! So, be prepared with the 4 point recruiting plan. If there are women you would like to 'close' this week as Team Members, get them CLOSE to the product...share your urgency, your team/unit goal, and always remember, people wear an invisible sign that usually says 2 things:

Make me feel Special, and WHAT IS IN IT FOR ME? Fortunately, our Career Opportunity is WIN-WIN!!!

Go out there and make a difference in someone's life today!!!

POINT #1. When you arrive at your hostess's home, ask her Who is coming tonight who might be good doing what I do? (pause and listen) How about you? (hostess) Have you ever thought about opening up your own business? I think you'd be great (or other sincere compliment). Why don't you watch me tonight to see if you think you could learn to do what I do!

Thank you Lisa Madson, new NSD and 2 MILLION \$ director for sharing the below!! DIALOGUE Pg 2 of the beauty book:

POINT #2 After you thank the hostess, meet the guests and go through the first page of your beauty book, BEFORE your "I Story"

I want to ask you a couple questions about your current job situation. I don't want you to answer me out loud, I just want you to think about it.

Working Women:

- *At your current job do you have all the flexibility in the world?
- *If you wanted to take a day off for your child's field trip, could you?
- *If you wanted to take a day off to take a child or your parents to the doctor, could you?
- *If you wanted to take a day off just because you felt like it, could you?
- *At your current job are they constantly praising you for, a job well done?
- *Are they constantly telling you how much they appreciate you and that without you they would not enjoy the success that they have achieved?
- *Are they constantly thanking you and showing you how much they care about you?
- *At your current job, if you gave it your gut effort for the next five years, could you change your financial situation?
- *Are they paying you what you are worth?

Stay at Home Moms:

- *Do you have all the cash you need or want?
- *Do you receive all the recognition you deserve and desire?
- *Do you want something more, something of your own?
- *Does your husband have iron clad job security?
- *If you woke up tomorrow and were single, could you continue to provide for your children all that you wish for them?

If you answered no to any of the questions I just want you to hear me out.

(TELL YOUR ONE MINUTE 'I STORY') For example: I was approached to sell Mary Kay 13 years ago and my initial reaction was, No thank you, I'm not interested . To make a long story short, I decided I would sit down and listen to what the beauty consultant had to offer. I was in shock!!! I signed to make \$70 a week and to supplement my husband's income . Today he supplements mine. I want you to watch me today and see if you could see yourself doing what I do.

POINT #3 In fact, Mary Kay says that there is a new beauty consultant at every skin care class, and I believe her. I'll be watching you, and I'd like you to watch each other to see who you think would be good!

At this point they will do one of two things. They will all point at the same person or they will look at you like there is no way any of them would be interested. If they all point at the same person you look at her, smile and say, Sheila, watch me today and see if you could see yourself

doing this. (Then you turn the page) Or if they don't point at anyone, smile and say, Oh you guys, just watch me and see if you could see yourself doing what I do.

POINT #4- select!!!

At the individual consultation, after you have sold her product and booked her class you look at her and say, Sheila, I have to ask you one more question. After watching me today, could you ever in your WILDEST DREAMS see yourself doing Mary Kay part time for extra cash or for fun? If she says yes, you then say, Great! Is there any reason why we can't order your starter kit now? Its only \$100 + tax and shipping. If NO, still thinking, not sure, etc: I would love to send you home with some information (text her the video) or get together with you for lunch, or invite you to be my guest at my next Success meeting.

Follow up is the key. Be sure to set a SPECIFIC appointment to follow up within 48 hours and then answer her questions, and invite her to the meeting, or have her fill out the agreement. If she says, No, I could never see myself doing this. You say, I know how you feel, because I felt that way too, but I decided that it would be better to listen to the facts and understand what I was saying no to before I made that final decision. I would love for you to watch this short video (or get her to a meeting) just so you can hear what you are saying no to. I promise you, Sheila, if after listening to the information you still say no I will never ask you again. But I also

promise you that you will be surprised at what Mary Kay has to offer.

Then text her with the information. And book the follow up call or coffee

FOLLOW UP AND WORK FULL CIRCLE!!!