

# CLASS 5

# TEAM BUILDING



*Also check out the Start Something Beautiful DVD from the Starter Kit  
Select "How To Hold A Party"  
Then "The Opening" with Auri Hatheway*

## Develop an Effective I Story

- This is your introduction to your skin care party where you introduce yourself to the group
- Serves 2 purposes:
  - Helps the guests get to know you better
  - Sprinkles in the marketing plan
- Take a moment to write out your I-Story – MEMORIZE IT!
- There is a great training module on Mary Kay In Touch under Education called "Creating Your I-Story" – it's a great tool to help get your story told (search for I-Story)

## MRS CAB

- This tells your guests the six reasons why women start a Mary Kay business:
  - M – Money
  - R – Recognition
  - S – Self Confidence
  - C – Cars
  - A – Advancement
  - B – Be Your Own Boss
- There is a great team building notebook available at [www.donnameixsell.com](http://www.donnameixsell.com) that can help you present the opportunity. It tells you what to say, and is a great place for you to keep your props (such as car flyers, copies of love checks, etc)

## MK Marketing Plan & Starter Kit Flyer (found at [www.donnameixsell.com](http://www.donnameixsell.com))

- Print these out and have them available for every person that you facial (attached)
- Share the opportunity with everyone! Do not prejudge!
- It's simple! Tell your I-Story and then just read off of the sheet!

## Work the numbers

- 1 in 5 target market women interviewed will sign
- To get in red – do 15 interviews

## What is our Target Market?

Women who:

- Are married
- Who have children
- Who have completed some sort of higher education
- Own their own home
- Are between the ages of 25-55

The reason why this is our target market is because all of these things require one big thing – COMMITMENT! If a woman has made a long-term commitment in her life, the more likely she is to make a long-term commitment to Mary Kay!

Are there exceptions to this rule? Of course! A lot of our top Sales Directors did not fit into all 5 categories of the target market when they started their businesses. However, they were moving in that direction.

Build your business on the rule, not the exception!

## More About Mary Kay

(found at [www.donnameixsell.com](http://www.donnameixsell.com) and at the end of this class)

- Give your guest (whether at a meeting, facial, or skin care party) a marketing sheet such as our “More About Mary Kay” sheet to fill out and review it with her.
- Every 6 months in our National Area, we have a drawing for \$1000 CASH. Anyone that listens to the Mary Kay Marketing can go into this drawing. It costs you \$5 to participate. This will cover all your entries, not just one! You can enter any amount for a total of \$5. See your Director to register for this. You might win cash too, not just the guests win the money!
- Simply say, “I would love to tell you a little bit about Mary Kay. It may never be something that you would ever do, and that’s totally ok! But it may be for someone you know, and you’ll be entered into a drawing for \_\_\_\_\_ and you’ll also be helping me with my goal of 30 interviews!”
- Give these sheets to your Sales Director and let her help you follow up and interview guests!
- Other ways to Interview, take guests to your weekly meetings and guest events. Ask guests to join your National Area’s Weekly Marketing call or to listen to a recorded call, a CD, or have her watch a DVD. There are many ways to share the marketing plan!

## DISC Personality Types

- The DISC is something that is VERY useful to you in your business (and your life!)
- If you want to move up in your business, you must become a master at working with different types of people
- The attached sheet gives a general overview of the personality types and you will get more advanced training on this at your unit meeting
- How do you know a woman's personality type if you just met her?  
Simple! Just use the million dollar phrase...

### **So Suzie, tell me about you!**

Her response will be a dead giveaway for her type!

D = tells about degrees, job titles, etc. (I am a CPA and I graduated from Duke)

I = tells a ton of information about herself (I went to Buffalo Elementary School and when I was 5 I moved to Florida...)

S = tells about everyone else but herself (I am a mom of 3, and my parents live in Idaho...")

C = usually responds with a question (what exactly do you mean? What do you want to know?)

## Use the Layering Chart

- Success is in the follow up!
- The Team Building Layering Chart helps you keep track of your prospects and where she is in the decision-making process
- Make sure to layer people – a lot of women will not make a decision right away

## When Do You Share With Her?

- At the party – I Story and MRS CAB
- Weekly Marketing Call with your NSD (check your email for details)
- One on one
- 3 way call with your Director

## Common Objections

Just like with booking, you will hear some common objections when sharing. As you get seasoned in your business, you will learn to overcome these objections. Make sure to always ask the closing question, "Is there any reason why we couldn't get you started today?"

- **No Time** – busier women get more done! If I could show you how to be successful with the time that you do have, is there any reason why we couldn't get you started today?
- **No Money** – I never want you to have to worry about a spare \$100 again! If I could share with you some ways to come up with the \$100, is there any reason why we couldn't get you started today?
- **Too Shy** – You don't have to be anyone other than who you are! There are women of all personalities who are successful at Mary Kay. If I could show you how to be successful without changing who you are, is there any reason why we couldn't get you started today?
- **Not the Sales Type** – That's a great thing because we aren't looking for women who are the sales type. If you are a pushy person, women might buy from you once but they will never come back to you again. If I could teach you how to be successful without being a pushy sales person, is there any reason why we couldn't get you started today?
- **Need to ask my husband** – I can certainly respect that. What do you think he will say?
- **I don't know anyone** – You can't build a business on just your friends and family. There are tons of ways to work this business, and we teach you how to work out of your circle. If we could teach you how to find the people, is there any reason why we couldn't get you started today?

## Words of Advice

- Remember that it is all about the numbers!
- If you are excited, people will want to follow you!
- Never prejudge – share with everyone
- Mary Kay is the BEST gift that you can ever give someone – aren't you glad that your recruiter shared this gift with you? 😊



## **DiSC® for Team Builders**

The response to the following statement might help you ascertain someone's behavioral style:  
*Tell me a little bit about yourself.*

	<b>D</b> <b>Dominance</b>	<b>I</b> <b>Influence</b>	<b>S</b> <b>Steadiness</b>	<b>C</b> <b>Conscientiousness</b>
<b>How she will most likely respond to statement</b>	Will talk about her job and accomplishments	Will talk about herself and what she likes	Will talk about her family and the work she does for family or church	Will ask you to clarify the question, perhaps saying, "What do you mean by that question?"
<b>Characteristics</b>	<ul style="list-style-type: none"> <li>• Results-oriented</li> <li>• Career-focused</li> <li>• Makes quick decisions</li> <li>• Direct</li> <li>• Independent</li> <li>• Self-confident</li> <li>• Impatient</li> </ul>	<ul style="list-style-type: none"> <li>• People-oriented</li> <li>• Recognition-focused</li> <li>• Expressive</li> <li>• Loves to talk</li> <li>• Enthusiastic</li> <li>• Impulsive</li> <li>• Not detail-oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Family-oriented</li> <li>• Security-focused</li> <li>• Loyal</li> <li>• Easy going</li> <li>• Abides by the rules</li> <li>• Friendship is important</li> <li>• Slow to change</li> </ul>	<ul style="list-style-type: none"> <li>• Detail-oriented</li> <li>• Perfectionist</li> <li>• Analytical</li> <li>• Exacting</li> <li>• Precise</li> <li>• Organized</li> <li>• Likes the facts</li> </ul>
<b>What you might focus on during team-building appointment</b>	<ul style="list-style-type: none"> <li>• Leadership and income potential</li> <li>• Independence</li> <li>• Moving quickly up the career path</li> <li>• Be your own boss</li> <li>• Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• Working with people</li> <li>• Prizes</li> <li>• Impact she can have on others</li> <li>• Ability to be creative</li> <li>• Recognition</li> <li>• Seminar</li> </ul>	<ul style="list-style-type: none"> <li>• Keeping priorities in order</li> <li>• Time spent with family and how this will help her provide for them</li> <li>• Friends she will make</li> <li>• Free education she'll receive</li> </ul>	<ul style="list-style-type: none"> <li>• Able to work own hours</li> <li>• Personal growth</li> <li>• Leadership</li> <li>• Will appreciate all educational material available</li> </ul>
<b>Team-building appointment</b>	<ul style="list-style-type: none"> <li>• Short appointment</li> <li>• Be brief, but thorough</li> <li>• Don't dwell on the fluff</li> <li>• Explain marketing plan</li> <li>• Provide direct answers</li> <li>• Outline steps to leadership roles</li> <li>• Let her do the talking</li> <li>• Will probably decide quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Long appointment</li> <li>• Allow time for relationship-building</li> <li>• Let her do the talking</li> <li>• Simple explanations</li> <li>• Don't bore her with details</li> <li>• Ask her lots of questions</li> <li>• Provide I-stories of people who've been successful</li> <li>• Show pictures rather than written material</li> <li>• Will probably decide quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Give simple explanations</li> <li>• Share the facts about how much it costs, how much time it takes, how to get started</li> <li>• Explain how she'll be able to fit it into her busy schedule</li> <li>• Answer questions</li> <li>• Will probably take more than 1 appointment</li> </ul>	<ul style="list-style-type: none"> <li>• Be concise</li> <li>• Build on Company's credibility</li> <li>• Use facts in print</li> <li>• Answer all questions</li> <li>• Explain exactly what it takes to move up the career path</li> <li>• Will probably take more than 1 appointment</li> </ul>