

Four Point Recruiting Plan

Skin care classes and collection previews offer the best place to find prospective team members. Mary Kay herself developed the Four-Point Recruiting Plan when she first began holding skin care classes. Since then, it has been used successfully by thousands of Independent Beauty Consultants and Independent Sales Directors.

1. Before every skin care class and collection preview, ask the hostess, "Who is coming today who might be interested in doing what I do?"
2. Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.
3. Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with the Something More audiotape, then meeting with them to tell them more about the Mary Kay opportunity.
4. Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.