



Turning Fear Into Success

Additional Highlights

Audience: Independent Beauty Consultants and Independent Senior Beauty Consultants

Key Idea: To learn how to close selling and team-building appointments and overcome objections. I can turn my fears of objection into success.

Areas of Focus:

1. Facing Fear
2. Closing the Sale
3. Team-Building

Key principles:

1. Facing Fear

Yes, it can seem scary at times to close a sale or team-building appointment.

- One reason is that although we enter into each situation with great expectations, we cannot predict the outcome.
- Stepping out of my comfort zone and taking action can help me turn fear into success.
- Mary Kay Ash led the way by turning her fear into success. She said “I believe that the biggest stumbling block that we have in our paths is the fear of rejection. Someone once said to me, “The death of fear is in doing what you fear to do.” “...because action cures fear.”

2. Closing the Sale

The key to a successful closing with a guest is to ask positive questions. I can use these closing questions from the [Mary Kay® Beauty Book – Instructor’s Guide](#) available on Mary Kay InTouch®:

1. Did you have as much fun as I think you did?
2. How does your skin feel?
3. Which part did you like best?
4. When would be a good time to get together for your follow-up appointment?
5. Do you have any questions for me?
6. Out of the products we tried, tell me which products you can’t live without.

To overcome objections, I can practice the following steps:

1. Let her know that you heard the objection.
2. Offer a solution.
3. Give her another choice.

3. Team-Building

A beautiful Red Jacket, career car, or even a Sales Director suit is waiting for me when I’m ready to move up the career path. Mary Kay wants me to have it all!

- It’s my choice to pass it on!
 - As a result of our economy, women are looking for the Mary Kay opportunity you have to share. People are wanting:
 - ✓ A little extra money
 - ✓ To work from home
 - ✓ To replace their income
 - ✓ To fulfill their own definition of success at their own pace.

I can utilize Corporate Team-building materials as a form of layering my approach. For example:

- Print customizable and standard Team-building [Fliers](#) for my parties or place them in orders.
- Send the [More Than a Lipstick](#) VIDEO through a variety of ways:
 - [MKeCard®](#) which includes a link to the video
 - Share the video from the [Mary Kay YouTube Channel](#)
 - The video is featured in the “Opportunity in the Media” area of the “SellMK” section on both my Mary Kay® Personal Web Site and www.marykay.com.
- Print the Team-building [Appointment Guide](#) to help me get to know her better.

Below are closing questions I could use to help me open powerful dialogue with her:

1. If you don't become an Independent Beauty Consultant, where do you see yourself a year from now?
2. If you were to become an Independent Beauty Consultant today, what might improve a year from now?
3. What qualities do you have that would make you shine as an Independent Beauty Consultant?
4. What are two reasons you would be a great Independent Beauty Consultant?
5. It sounds like you'd be an excellent Independent Beauty Consultant. Why don't you give it a try?

Suggested Action Plan

My next steps can be to:

- Share my team-building goal with my Independent Sales Director and ask to go with her to appointments.
- Bring at least 1 guest to your Unit Meeting every week.
- Practice [Mary Kay's Four-point Recruiting Plan](#) at every Mary Kay party I hold.
- Complete a “Pearls of Sharing”. Set a goal to share the Mary Kay opportunity with:
 - Three people within the next two weeks.
 - Six people within the month of April.
 - Add one new personal team member who places a minimum \$600 wholesale order within the same month.
- Watch the *Power Class of the Month* available on Mary Kay InTouch® under Education. This virtual classroom is available on demand 24/7. Each month you'll hear from your favorite Independent National Sales Directors and Independent Sales Directors on timely topics to help you continue turning your fears into success.