

# *Networking: Warm Chatter*

*"Where do I start Pam? What does my Schedule need to look like?"* This is a question I receive often when a consultant or Director is ready to make a change. I often think, surely she knows to start with Booking Skin Care Classes, to COACH the hostess (*"what's in it for me"* answered so she is motivated to HOLD the party; grabbing a guest list w/ contact information w/I 24 -48 hours of booking the hostess!) PRE-PROFILING each guest as soon as you get the names for a party to be held w/i 7 days [which builds relationships, entices her to want to meet you and get the freebies and samples you're preparing for that you tell her about). BUT, if it isn't that simple, what do you do?

Well, your WALKING papers today are on the skill or activity that is missing or lacking in your schedule. So, do you have 10 coached CLASSES on your date book to be held between today, August 5 and August 24<sup>th</sup>?

If NO, do you have people to call? If NO, ask yourself again. WHO do I know or know of with SKIN that I could call (that I'm not pre-judging the answer). Just like in baseball, you aren't going to get a hit unless you swing the bat, in Mary Kay, you aren't going to get an appointment or Recruit unless you ASK! If you are 'slim' on names to book, then make networking a daily practice (the below email). Although a weakness of my own during my Consultant years, I recommend getting involved in Networking groups, Chamber mixes. MANY of the Shaw Directors have followed Cindy Mac's lead from her many moves in that networking choice, and it pays off. Also, you CAN warm chatter wherever you go. In your STARTER KIT, I recorded a message for the Co. on Tape I {Communication} that has to do w/ connecting with people as you go about your daily life! Pull that tape out and listen to it again! It is a very simple and natural way of thinking about meeting people daily. So....

1. Are you BOOKED 10 solid? **NO?**
2. Do you have names? **NO?**
3. Are you willing to get names FAST? Warm chatter 25 names TODAY (see below). Call them FAST! And then get 10 a day for the next 30 days! You'll be booked!
4. Create an urgency (Portfolio for AUGUST---challenge: Put 25 models before and after in the book. *"It would be easy for me to slip in a couple extra trays and mirrors and since you don't know me, you may feel more comfortable having a couple of friends join you. Who comes to mind? I'll give you a FREE \_\_\_\_\_ for each friend who does. I'll only be featuring your photo in my book, but I'd be thrilled to pamper your friends and bring them free samples as well."*

So, let's start from here:

1. Are you BOOKED 10 solid? **YES!**
2. Have you CLEARLY coached your hostess for what she gets for free and WHAT EXACTLY she needs to do to get FREE? **NO! BINGO, walking papers.** CONNECT w/ your hostess! NOW! Write out your script and just let her know that you didn't clearly tell her what is in it for her and you want her to know what she

is getting for free, that you want to get the names of her guests and their contact info so you can touch base w/ them quickly before the party to be sure you have the right formulas and samples with you!! **GET THE GUEST LIST!** Walking papers!

I think you must be seeing how this works by now! Each day can and will be different, but you must **PLAN YOUR WORK** (before you go to BED in your DESIGN BOOK with your 6 most imp. Things to do, WHO you are going to CALL specifically and have those names in your DESIGN BOOK or Planner w/ numbers so you don't waste time 'getting organized' next working day so you can **WORK YOUR PLAN!** -- Mary Kay Ash! If Time Management is an issue for you, if you are a procrastinator, or if you have limited time-- -- DESIGN your MK WORK DAY in ½ hour segments and set a watch for every 30 min. to ring!!! STAY on course. Get away from the fridge, TV, computer, other distractions. WORK the plan! When you do what you need to do WHEN you need to do it, you'll have a peace that FLOWS in your work and personal life!

Make it a super great day my SHAWTIME FRIEND!  
Love, Pam

DESIGN BOOKS at [www.pamelashaw.com](http://www.pamelashaw.com) Design Tools link from home page.

Thanks Nikki Knott for the below WC training!

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## WARM CHATTER TRAINING

### Part One: Preparation

#### Before you warm chatter:

##### 1. Spiritually prepare

A. Declare God's favor. Ask Him to bring you sharp, successful ladies who either need MK the product and/or MK the opportunity. Write down a specific prayer or affirmation that really speaks to you, and repeat it while you are getting ready.

B. Get out of your own way! Ask God to give you courage to approach the women He is bringing into your path. Remind God that you are on His side, and that you want every word you speak to bring honor to Him.

##### 2. Physically prepare

A. Dress for success! Imagine Mary Kay Ash was going with you...how would you want to look?

Then remember this: you ARE Mary Kay Ash to everyone you meet, so dress accordingly!

B. Wear your pin! Quite simply, it validates to people that you are a representative of the Mary Kay Company.

### 3. Mentally prepare

A. Check to ensure you have all the materials you will need: business cards, samplers, Look books, date book, extra pens.

B. Read over the script(s) that you plan to use. If necessary, write them on index cards and take them with you. You can even practice (not always out loud) while you dress, while you drive, while you wait in line, anytime there's not a lady within three (3) feet of you!

### **Ready for warm chatter:**

1. Smile! A smile radiates positive energy, and you must be an energy-giver.
2. Raise your eyebrows slightly. This will help you look pleasant and approachable.
3. Stand up (or sit up) straight! Remember, you represent the #1 best-selling brand for 12 consecutive years...act like it!

### **While you warm chatter:**

1. Look the person in the eye. (Your right eye to her right eye whenever possible.)
2. Control the speed, tone, and inflection of your voice. (Your tendency will be to go too fast...slow down and enjoy the experience!)
3. Always thank the person for her time. (Whether you have booked her, gotten her information, or she has flat turned you down...she has given you the gift of her time; show your appreciation for that.)

## **WARM CHATTER TRAINING**

### **Part Two: Tools to Use**

#### **Scavenger Hunt** (Julia Willadson, DIQ)

Excuse me. Can I ask you a question? I am on a Human Scavenger Hunt, and was wondering if you could take a moment to look over this list and see if you meet any of these qualities? Great! While you're doing that, please allow me to introduce myself. My name is [your name] and I am a beauty consultant with Mary Kay Cosmetics. My Director handed this list out, and I'm in a very

tough competition to fill it in as fast as I can. You know, I just can't help but ask: Has anyone ever offered you a complimentary facial with Mary Kay cosmetics?

*Closing:* Well, I have really enjoyed visiting with you, and thank you so much for helping me with my Scavenger Hunt! I hope you have a great day!

### **Model for Before & After Portfolio** (Deborah Rose, Sr. Sales Director)

Can I ask you a question? I couldn't help but notice [sincere compliment]. My name is [your name], I'm a beauty consultant with Mary Kay, and I've been looking for some sharp people to model in my Before & After Portfolio. I would just kick myself if I walked by without saying something to you! Has anyone ever asked you to be a face model for Mary Kay?

### **Cashier/Helper in store**

Thank you, [their name], you have been so [sincere compliment: nice, cheerful, helpful, patient]. I just have to ask you: Has anyone ever offered you a free facial with Mary Kay products?

### **Someone wearing bright colors**

I love that [bright orange shirt, cute yellow sandals, etc]. I have come to find out that women who wear bright colors have bright personalities to go with it - and that means I'd probably enjoy getting to know you! Has anyone ever offered you a complimentary facial with Mary Kay cosmetics?

### **Someone who compliments your children**

Thank you! I think you have impeccable taste...can I ask you a question? I am a beauty consultant with Mary Kay Cosmetics and I am looking for people with impeccable taste - such as yourself. Has anyone ever offered you a complimentary facial with Mary Kay products?

### **Someone that you allowed to 'pass by' and then you run into them again**

Well, hello! I am so glad I ran into you again because after I/you walked away I was just kicking myself! You seem like such a sharp lady, and I especially like [sincere compliment: your smile, your mannerisms, etc.] and I just have to ask you: Has anyone ever offered you a complimentary facial with Mary Kay cosmetics?

## **WARM CHATTER TRAINING**

### **Part Three: Keep Your Cool**

## Has anyone ever offered you a facial?

- ★ Yes = Well that doesn't surprise me. Who is your beauty consultant?
- ★ No = Well I'd love to treat you to some pampering! If you'll just take a second to fill this out. [wait for her to fill out info card] Great! I promise I'll call you [approximate day and time]. *[If she put down a specific time that's better for her, make sure you respond within her time frame!]*

## Has anyone ever asked you to be a face model?

- ★ Yes = Well it doesn't surprise me. Who is your beauty consultant?
- ★ No = Well you're probably wondering what in the world I'm talking about! The company sent me all these gorgeous looks. Some are very natural looks, some career, and some are dramatic evening looks. What I do is take a Before picture with a clean, fresh face - I know, nobody likes that part. But then I take an After picture when you've chosen a look. It is really fun and it only takes less than an hour, usually around 45 minutes. Would you consider modeling for me?
  - Yes = Great! May I get your name and phone number, and when is the best time to call? Okay it's date! I promise I'll call you [approximate day and time]. *[If she put down a specific time that's better for her, make sure you respond within her time frame!]*
  - No = Well then I certainly appreciate you taking the time to visit with me, and here is my card - if you should change your mind.

## Do you already have a MK beauty consultant? / Who is your beauty consultant?

- ★ Yes = Really? Who is she?
  - If you know her = Oh, isn't she wonderful? You are so lucky to have her!
  - If you don't know her = Hmm, that name doesn't ring a bell, but I'm sure she's great. And I will leave you in her capable hands.
- ★ No = Really? Well, I'm a little surprised because [pay a sincere compliment]. But I would love the opportunity to pamper you! If you'll just take a second to fill this out. [wait for her to fill out info card] Great! I promise I'll call you [approximate day and time]. *[If she put down a specific time that's better for her, make sure you respond within her time frame!]*

## Have you ever tried our products before?

- ★ Yes = respond to appropriate objection
- ★ No = Goodness! I'm so excited I'll be the first to put our products on your face! You probably weren't aware that Mary Kay has been chosen as the #1 Best-Selling Brand of Skin Care AND Cosmetics for the past 12 years! Isn't that amazing? So you can rest assured that only the finest products will be used on your face...and you deserve that, don't you? Of course you do! If you'll just take a second to fill this out. [wait for her to fill out info card] Great! I promise I'll call you [approximate day and time]. *[If she put down a specific time that's better for her, make sure you*

*respond within her time frame!]*

## **WARM CHATTER TRAINING**

### **Part Three: Keep Your Cool**

#### **I use 'Brand X'**

That's great! I'm glad to hear that you are investing time and money in your skin care. Let me ask you, do you feel you are getting the results you want for the price you pay? I would really enjoy the opportunity to sit down with you for 45 minutes and get your opinion of the #1 Brand of Skin Care & Color Cosmetics in the nation! If you'll just take a second to fill this out. [wait for her to fill out info card] Great! I promise I'll call you [approximate day and time]. *[If she put down a specific time that's better for her, make sure you respond within her time frame!]*

#### **I don't wear makeup**

Perfect! You might be surprised to know that Mary Kay is the leading developer of skin care products. I would really love to get your opinion of our skin care line; we won't even bother with glamour. If you'll just take a second to fill this out. [wait for her to fill out info card] Great! I promise I'll call you [approximate day and time]. *[If she put down a specific time that's better for her, make sure you respond within her time frame!]*

#### **I'm too busy**

Boy, I certainly understand that! Life seems to go faster and faster. I was told several years ago that when you don't have time for a break is when you NEED a break. So let me ask you, do you feel you could use a little pampering? You could even invite two or three friends to share a one-hour spa session. I would love to pamper you and give you a much-needed break!

#### **I don't have the money**

Oh, please don't worry about that! This is a *free* facial, with no obligation to buy at all. I'm just offering you a chance to sit back, relax, and have some fun! If you'd like, you can even invite a few of your friends to join us. Does that sound good? Okay! If you'll just take a second to fill this out. [wait for her to fill out info card] Great! I promise I'll call you [approximate day and time]. *[If she put down a specific time that's better for her, make sure you respond within her time frame!]*

#### **I tried MK and broke out / I'm allergic**

This one takes some time and effort to overcome. Try something like:

I'm so sorry to hear that. If you don't mind my asking, what kind of problem did you have? Was it a confirmed allergic reaction with itchiness and redness or did you break out with blemishes? Which products did you try? Did that consultant work with you at a follow-up facial to solve the problem? Were you able to take advantage of our money-back guarantee? [Listen to her responses to each question.]

★ If one of you is unsure about the products used or what kind of a reaction it was, then say=

Since we have cutting-edge new products, I would love the opportunity to make it right for you.

If she is positive it was allergies, or it was a newer product, or she's just not interested, then say= I'm really sorry to hear that. I really don't meet too many ladies who have had a problem with our product. But I appreciate you taking the time to visit with me, and I hope you have a great day!

**"...So encourage each other and build each other up, just as you are already doing." I Thes. 5:11**

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Pamela Waldrop Shaw  
108 Talbott Drive  
Bowling Green, Ky. 42103