

Lesson 8

Remember that Invisible Sign, “Make Me Feel Important”

Don't pre-judge people. Elvis Presley was scheduled to perform in Indianapolis, Indiana, many years ago. A deputy sheriff, who was in charge of security backstage, noticed a man dressed in an old windbreaker, shuffling around as if he were a bum off the street. As the deputy sheriff prepared to evict the man from the building, someone stopped him and said, “That man is Colonel Parker, Elvis Presley’s manager.” The deputy sheriff was shocked and stunned. He had misjudged the man because of his appearance.

Your first impression of someone is always limited and possibly wrong. Don't let your prejudice, fear and discrimination come between you and your success.

Never eliminate someone solely based on first impressions. If they have skin and are within three feet, Mary Kay always encouraged us to tell them the Mary Kay story and offer them a makeover. Perhaps by having someone experience our products, she will feel pretty on the outside and ultimately that will make her feel pretty on the inside, too. Please remember that every woman is wearing an invisible sign that says, “Make me feel important.”

Assignment:

1. Prepare your Six Most Important Things to do for today.
2. Complete the *Professional Sales* section of the *Silver Wings Program*
3. Hand out business cards with lipstick samples until you have at least two names and phone numbers.
4. Later tonight follow up with those women and try to turn the sample offer into a party.