

Recruiting Dialogues / Scripts

By Executive Director Lisa Anne Harmon



Setting Up an Interview By Phone

Hi _____ this is _____. I'm so excited, do you have a quick minute?

I have chosen to move up into leadership with my Mary Kay business. My Director suggested I talk to the sharpest people I know, and that's why I'm calling you.

As part of my training I am going to be sharing the company information with 10 women in the next 10 days. I could really use your help.

What I would love to do is get together with you, over coffee, your house or mine for 30 minutes, share the facts with you, and get your honest opinion of the career opportunity.

Mary Kay may or may not be for you, but it would help me with my training. Is there any reason why we couldn't get together in the next couple of days?

Which time would be better for you _____ or _____?

Recruiting is as Easy as Handing Out a CD

(Done on the phone, or an individual consultation at a class or a facial)

_____ you are so sharp, I would love you to do something for me. This is a CD about the Mary Kay career opportunity. You may or may not be interested for yourself, but I would love your honest opinion about it.

As my thanks for taking the time to listen and give me your opinion, I'll have a special gift for you. Is there any reason why you couldn't listen to it? Great! The tape is on loan, and I'll need to pick it up in the next 48 hours.

When could we get together for 30 minutes, _____ or _____?

How to Recruit Hostess At a Skin Care Class

_____, you've been so much fun I appreciate you so much for being a hostess. I would love to do one more thing for you. I would love to give you an additional free gift if we could just sit after the class and take about 15-20 minutes to go over how beauty consultants make their money. I would love to get your honest opinion about the company. We're looking to get the opinions about the company from different women.

Inviting Skin Care Class Guest for "Recruiting Hotline" Marketing Call

_____, I have so enjoyed having you in the class tonight. You are so much fun. I would love to get your honest opinion about what I do. I'm a new consultant and as part of my training I need to learn how to share company information and I would love it if you could participate in a conference call with me, _____ night at _____ p.m.

You would get to sit at home, dial in, and for taking the time I would treat you to a gift certificate to spend on anything you want. Is there any reason why you couldn't join me from _____ to _____ on Thursday evening?