

Focus Group Outline by Kerri Bunker.

45 min. This presentation has 4 parts. #1. Get to know her. #2. Facts about Mary Kay that are relevant to her. #3. Have her tell you how it will benefit her. #4. Closing.

*Meet at a Starbucks by your potential team member

-Hello, so excited you see you. Thanks for taking the time to meet with me. As you know I am very excited about Mary Kay and I can't wait to get your opinion of my presentation and the business opportunity.

-First of all tell me more about you. I know_____. (tell her what you already know about her). She will start adding details. Ask her lots of questions about her current situation so you can determine her needs and dreams. (This takes about 15 min)

-For about 10 min you can tell her facts (no territories, no quotas, products made in the USA, debt free family owned company) about Mary Kay and how Mary Kay met your needs. Super quick I-story here. Focus mainly on the points that are important to her. You will know what that is based on the previous conversation. Make sure she knows that the kit is \$100 and what is included. Make sure she knows what you do for a signing bonus. I give the pink Ice ring.

-The next 10 minutes is you asking your prospect how Mary Kay can benefit her.

"Pam, tell me how the extra money would benefit you?"

"How would the tax advantages affect you?"

"Do you ever feel like you want more than just making money, that making a difference would be rewarding too?"

(she needs to own at least 10 of these)

5 min closing

“Pam based on what you just told me it looks like Mary Kay would be a perfect fit.” You can fill out the paperwork online on my phone and you can take home the ring.

*You can sign her right at that moment on your phone or iPad. Be sure you are online.

Lastly have her fill out the survey sheet and choose a gift.

If she doesn't want to sign right at that moment then have her fill out the survey and tell her you will send her the e-agreement. If she sends it in within 24hrs she will still get the ring. Some of my gals need to wait for a payday. You can tell them they can use a credit card now or if they really send it in on their designated pay day you will save a ring for her.