

**Recruiting Interview using P.A.C.M.A.N.**  
by Senior National Sales Director SuzAnne Brothers

The following is an outline to support the focus of your recruiting and team building interview.

## Person

Gather information about her and share some similarities about yourself

1. I'd like to get to know you and I would also like to share a bit of me with you, so \_\_\_\_\_, tell be about yourself.
2. What do you like most about your job and what do you like the least?
3. What kinds of things do you like to do when you have spare time?
4. Let me tell you a little bit about myself. (Wrap your comments around what she has already told you). Find similar things to bring out.
5. Can you tell me more about what you value in your life right now?
6. If I can show you how to keep more of what you value and still have more of what you need would you consider the Mary Kay business in your life?



## Awareness

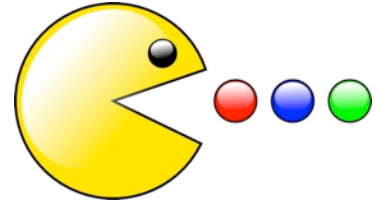
1. Are you aware that in many cases women make seventy six cents to every dollar that a man makes?
2. Has it been alarming to see the layoffs, downsizing and slow down of the economy for the last several years?
3. Do you relate to women who complain of being overwhelmed, over worked and under paid?
4. Isn't it amazing the number of women who are choosing alternatives and in home businesses in order to create a safety net for their future?
5. Are you aware that working for yourself is now in double digit growth?

## Company

1. Could I share a few facts about Mary Kay and why it is one of the Top 10 Best Companies for Women?
2. Mary Kay Ash's values of putting God first, family second and career third is still important today and the Company is still run by the Golden Rule.
3. Were you aware that the Mary Kay Cosmetics is the best selling brand in the United States for 16 consecutive years? Also a top 10 Brand world wide?
4. Did you know that everyone begins as a Consultant and works their own way up based on what they want and depending on their personal ambition? Did you also know that there are more women earning over \$100,000 a year than any other company?
5. When considering whether to become a Consultant, remember that you are in complete control of how much time an effort you put into this. Do yo like that?
6. Just one other quick point. You do know that Mary Kay is not a multi-level or a pyramid company, right? Everyone starts with a \$100 beauty case; the value is well over \$400.

# Marketing

1. Go over the avenues of income and how we make our money
  - On-line
  - On the go
  - On the face
  - On with the show
  - Reorders
2. Use a weekly plan sheet to show appointment times, money and personal flexibility of the business. Have her fill one out. Have her select several two hour blocks. Ask her is \$200 for those blocks of time would cover her time?
3. Cover team building from recruiter to Director including the benefits and money jumps. Use the career brochures provided by the Company (see Section II on your Consultant Order Form). Ask, "If we could teach you how to do this and how to move up, could you learn it?"
4. Now, cover no quotas, territories, tax advantages, training and personal rewards (cover only what she values).



# Ask

1. Of all the things we have talked about, what advantages and benefits do you see working for yourself?
2. In addition to those, can I ask about a few more? Let's also list them and the purpose it would fulfill.
  - a. great product
  - b. flexibility
  - c. training
  - d. new personal skills
  - e. recognition
  - f. support
  - g. fun
  - h. income
  - i. positive friendships
  - j. cars
  - k. career development
  - l. be your own boss
3. From everything you have told me (her name), this looks and sounds like it would be perfect for you! Is there any real reason besides a little fear, that would stop you from starting?

# Next Step

1. If she indicates a positive response, you will always have her fill out the application and submit the funds for the case before moving ahead.
2. The next step is to have her make a list of everyone she knows with a face. Also to attend the next training time. Tell her to dress professionally in a suited skirt or dress and bring a notebook.
3. Establish with her the 'one week out plan' of allowing 8 - 10 of her acquaintances to purchase from 'The Look' brochure as a one time offer; \$150 in product for \$99. You will also schedule her open house or collection preview within ten days. You will attend and assist her. More information about this is under recruiters responsibilities under the Consultant section of our Area web site, [www.suzannebrothers.com](http://www.suzannebrothers.com).
4. Establish a definite call back time in two days whether she recruits or not!!!
5. If she doesn't recruit, book a class, collection preview with her as a hostess.
6. If she doesn't start and doesn't book, after the follow up keep up your Consultant / customer relationship. Say this: "Can we agree that if anything changes and Mary Kay could meet a need you have, regardless of where we are both living, you would come into our Company with me and be a part of my team?" Send her a thank you note.
7. Keep your prospects close to the product. The more they see, try, experience and know the more motivated they will be to do what we love doing!

