

Ten Commandments of a Successful Recruiter

1. **Always lead by example.** If she sees you consistently conducting business, she will do the same. Let her see the Mary Kay image in you.
2. **Attend all unit meetings and Mary Kay events.** Encourage her to never miss anything. It is so important to take advantage of all the education, motivation, and inspiration offered.
3. **Call or write her often for the first two to three weeks.** Keep messages short, but let her know you are there.
4. **Keep a friendly business relationship.** Until your new recruit is firmly established, you will be much more effective to her continued success by being her teacher rather than her close friend.
5. **Always talk about being a Star Consultant.** Unless she started as a Star Consultant, encourage her to reach and become one quickly. Teach her not to “embezzle” from her business funds.
6. **Let her learn while you earn.** Take her with you while you chatter book, do your classes, and interviews. Have her listen to you schedule your classes and service your customers. Just talking about it isn’t making either of you money!
7. **Keep a 100% Positive Attitude.** Do not allow her to “dump” on you and do not “dump” on her! Your job is to build her confidence, not shake it. Refuse to voice—or listen—to any negativity. Teach her to handle the challenges she will face—turning those lemons into lemonade!
8. **Call Me!** If you feel unable to answer her questions or need to discuss any type of challenge you may be facing with her, I am as close as your phone. Be sure to also crow about your new recruit to me!
9. **Help her get her first recruit!** If there is one thing that ensures her continuing success, it is her sponsoring her first recruit. Encourage her to use the 4-Point Recruiting Plan—bringing those hostesses and customers to Mary Kay functions.
10. **Just as you would never take credit for her success—Do not take responsibility for her failure.** You can love her and teach her, but **you can not do this business for her.** It is up to her..just as your business is up to you!