

TOPIC: TEAM BUILDING THE MARY KAY WAY

Day: 2

Time: 10 – 10:25 a.m.

Audience: Star Recruiters through DIQs

Objective: In this class, you can discuss the Mary Kay way to lead their businesses and how to respond to questionable team building opportunities.

Introduction:

How many of you would like to take your Mary Kay business from “good to great” in the final 8 months of the Seminar year? (Raise hand). Well, you are in the right place at the right time!

My name is Traci Smith, and I am a proud, soon-to-be Million-Dollar Sales Director from College Station, Texas! My Million-Dollar Traci’s Trailblazers Unit had a “good” year this past Seminar year, finishing as the #6 Unit in the entire Emerald Seminar! We decided to take the limits off our thinking, and our God, and experienced a 69% increase in productivity in one year!

But, why be “good” when we can be “GREAT?” Good is the enemy of GREAT, and this morning I want to talk to you about taking your Mary Kay business from just “good” to the GREAT!

Mary Kay once said, “You can get what you want when you help enough others get what they want!” I love our company because the measure of your GREATNESS is in direct proportion to the amount of people you’ve helped along the way (whether as a customer or a team member)! You cannot get anywhere in this company without helping others!

I have been SO BLESSED to be a member of the National Queens Court of Sharing four times (twice in the TOP 20)! Team building is my passion (point to bumble bees)! Our founder, Mary Kay Ash, did EVERYTHING with excellence! This morning, I’d like to share with you my TOP TEN TIPS for TEAM BUILDING the MARY KAY WAY, or, as I like to title this class...”The Buzz About Recruiting”

1. Bee Sold

- ✓ You must be 100% sold on this career!
- ✓ Women can spot a phony a mile away! Women are drawn to confident women who know WHO they are and WHAT they want!
- ✓ Why are you a Mary Kay Independent Beauty Consultant? Who or what makes you want to be brave?
- ✓ Because when you have a “why” behind your “what,” the “who” will become clear and the “when” will be NOW!
- ✓ Introduce yourself at every appointment and to everyone as a Future Independent Sales Director in Mary Kay!
- ✓ Carry a picture of the car you are going to win to ALL appointments, and say things like, “This is my car. I’ll pick it up in the two months.”
- ✓ Remember, what we think about, we bring about! So...if you think you can’t, you’re right!

2. Bee Consistent

- ✓ Consistency is the key!!!

- ✓ Mary Kay's Formula for Success= 3 group selling appointments + 3 interviews + \$300 in sales weekly (minimum)
- ✓ Power Starts again and again!!!
- ✓ Encourage your team members to follow your lead with the 3 P's: Power Start, Pearls of Sharing & Profit Level
- ✓ Your team members will do what you do, so are YOU...
 1. Attending ALL Mary Kay functions (meetings, Career Conferences, Seminars, etc.)...making them a priority? AND are you bringing AT LEAST two guests to every Success Meeting (invite 5)?
 2. Operating at a profit-level inventory with good money management (40/60 split)?
 3. Consistently working the Mary Kay Formula for Success (working full circle)?
 4. Supporting your director and the company with ALL promotions?
- ✓ The speed of the leader is the speed of the gang! Can't follow a parked car!
- ✓ Bottom line: if it's going to BEE, it's up to me!

3. Bee Professional

- ✓ You are selling a beauty product, are YOU looking the part (slammin' hair, freshened lipstick, updated wardrobe)?
- ✓ Do you have a professional voicemail message that shares your goal, *"You've reached the _____ home and the home office of _____, Future Independent Sales Director with Mary Kay Cosmetics! We're unavailable to answer your call. Please leave a brief message at the sound of the tone, and we'll return your call as soon as possible. Thank you for calling and have a very blessed day!"*
- ✓ Do you have a profit-level inventory to service customers professionally (important first step when deciding to move up to directorship)?

4. Bee Confident

- ✓ "Throw your heart over the bar!" Set goals so high that only God, working through you, can make it happen! I have yet to see God hold a recruiting interview!
- ✓ Eliminate the words "try" and "hope" from your vocabulary.
- ✓ Track your progress & make goal posters!
- ✓ Don't be afraid to go after what you want! What DO you want? Share your goals with everyone...because women want to be a part of something bigger than them selves! Plus, sharing holds you accountable to completing your goal!

At the beginning of every appointment say "I am so excited! Our Mary Kay team is currently ranking #1 nationwide, and our goal is to sell a MILLION DOLLARS in Mary Kay this year! My personal goal is to _____. There are 3 ways you can help us with our goal:

- **Customers.** When you fall in love w/product, you can buy it! Not obligated to purchase. However, if you are tempted by the product, I want you to know that I accept Mastercard, Visa, Discover, American Express, checks, cash, any combination of the above (I call that creative financing). I even accept payment plans! I do have the product with me and you can walk out with it tonight!
- **Faces.** I have a goal each month to put the product on 30 faces. Raise your hand if you know 5 people with skin. You can ask them to join you at your follow-up appt. My hostess special this month is _____.
- **Team Members.** As a company, we are actively putting on more consultants due to our new mineral makeup launch. You can become a member of my MK team. I'm going all the way to the top and I want to take you with me. I'm looking for women who want more, need more, and are willing to do the work.

Then, share 2-minute "I" story. Then, company facts:

MRS. CAB (cut out photos and paste into flip chart that help explain each item of MRS CAB...people like to see things personalized):

Close Marketing. So, Mary Kay always said that “at every appointment there is at least one person who could benefit from what our company has to offer. That could be you! At the end of our appointment, I’m going to share our 5 Minute Marketing Plan for training purposes. Mary Kay may or may not be for you, but you may know someone who could benefit from what we have to offer. Does that sound fair?”

- ✓ **At the end of every appointment (after sharing sets and while everyone’s at the table) say,** “Now it’s time for our 5 Minute Marketing Plan (passing out sheets).” Go through info (using the marketing notebook for details if necessary). Then, get their interest level (1-10). Then, overcome objections to get to a “10.” Pass out agreements.

5. Bee Positive

- ✓ Speak the things that aren’t into being as if they ARE!
- ✓ We are fighting a daily battle with our minds!
- ✓ Listen to motivational tapes, meditate on Scripture and stay plugged into your positive Mary Kay family!

6. Bee Willing

- ✓ Ask God every morning to “place the people in my life who need You through Mary Kay, and give me the strength to say something.” Then, go with your gut. If someone pops into your mind, call her!
- ✓ Be willing to try new things until you find what works for you...be patient to find your niche!
- ✓ Ask everyone you meet, “Have you ever considered doing what I do?”
- ✓ If you don’t ask, the answer is automatically “no!”
- ✓ The numbers never fail...one out of five will say, “yes!” So...keep asking!
- ✓ Don’t be afraid of “no!”
- ✓ Do not get hung up on one team member...Your time is precious! No means next!

7. Bee Ready

- ✓ Know the marketing plan backwards and forwards
- ✓ Know your personality type and your prospects personality type (DISC)
- ✓ Know how to overcome objections...they’re coming!
- ✓ Memorize “THE Overcomer:”

“I understand. But if I could teach you how to _____ and be successful, would you be willing to learn?”

For example: I’d love to be a Mary Kay consultant, but my plate is so full right now. Your response: I understand. But if I could teach you how to fit Mary Kay in and be successful, would you be willing to learn?

After sharing the facts face-to-face, and overcoming ALL objections, say, “All you have to do is fill this out.” Scoot the agreement across the table with a pen, and don’t say anything! Watch to see her filling it out!

IF she says, “yes,” it is imperative that the agreement go in within 24 hours!!! Don’t waste time...get her to a computer, email her a link, or have her fill out a paper agreement.

8. Bee a Woman of Excellence

- ✓ Team build with excellence the Mary Kay way, running everything through the “Golden Rule” litmus test:

- ✓ Ex. You are approached by a prospective team member who already has an established Independent Beauty Consultant, but she wants to begin a Mary Kay business and be recruited by you.
- ✓ Ex. One of your long-term customers decides to become a Beauty Consultant and be recruited by someone else.
- ✓ Ex. A long-time customer becomes one of your newest team members, and she asks if she can start selling to her relatives and friends who have been your customers for years.
- ✓ If you say you're going to do something, do it! This is an essential characteristic to leadership!
- ✓ IF she says, "no," not right now...ask her when you may follow-up with her? Then...DO IT!!! No matter the time span!
- ✓ IF she's just slightly undecided, ask to follow-up in 24 hours after she takes the Mary Kay pillow test. Set up an exact time!

9. Bee a Believer

- ✓ NEVER, NEVER give up!!!
- ✓ It's not over until the very last second of the very last day of every month!
- ✓ Many consultants give up just before the blessing!
- ✓ Treat the beginning of each month as if it were the end!
- ✓ Bee a winner/not a whiner!

10. Bee Focused on Changing Lives

- ✓ You can't afford to breathe until you get 8 team members!!!
- ✓ Recruiting is building your retirement! Period!!!
- ✓ Do the work, and God will bless ALL that you put your hands to!

Challenge them to have a goal to enrich the lives of at least 5 women everyday. This could mean helping 5 women feel more beautiful inside and outside today!