



WIN THE RACE TO RECRUIT!!

I met my recruiter at a glamour class where no one else showed up, so we had plenty of time to talk. She told me about Mary Kay and the money she was making and how little time she had to spend working to earn that money! I was excited! I was ready to hear it all and sign up. But, she explained to me, I had to come to a meeting as her guest first. So I agreed to go with her the next Monday night.

When my husband came home from work I enthusiastically announced the Good News and told him about all the money I would be making. It took him 2 days, but he convinced me that it was a terrible idea and I'd lose my money. Then he had a friend of his call me to tell me how much he lost with a direct sales company that went under. I was convinced, and put Mary Kay totally out of my mind.

On Sunday evening when Lucy called to remind me of the meeting, I remembered I said I would go. But I wasn't going, so I made up an excuse. She asked me if she could call me the next week to take me. I said sure, thinking she'd never call. She did, she surprised me again since I had again put it out of my mind. Again I made up an excuse. She called me the third Sunday evening, and I realized I had to tell her I wasn't going to do this. So I told her my husband and I would both be at her meeting. (he was going to tell them "no" for me) I asked where the meeting was, and it was 70 miles away!!!! We went, and practiced all the way up on how he was going to tell them "no" under no uncertain terms.

By the end of the meeting, we had both changed our minds. I left there an excited, brand new beauty consultant!!!!

Here's my point. I went through 3 rough weeks! I almost lost this opportunity! And I was ticked at my recruiter!!! She could have recruited me right away and avoided all of the irritation and delay. I was VERY ticked! So I decided right then and there, that no one would ever go through what I did. When I started recruiting 2 months later, I would always give women the facts THAT DAY OR THE VERY NEXT DAY after meeting her at a Beauty Show. And, the first 10 I asked came into the company!

My motivation was to spare them the discomfort I went through, and was able to do that, but what I really had going for me was that I was explaining the company to them and asking them to join me while they were still on the "high" of the Beauty Show. They had just had the fun, they had just seen women buy, and they

hadn't cooled off from the excitement of it at all!! No wonder they all came in!!!

You don't need any recruit prospects to have 1 or 2 recruits this week!!!! All you need are classes on the books!! You CAN find a way to get with your prospect the very next day! Meet her for breakfast, lunch, after work, whatever! Mary Kay Beauty consultants are the only ones who will meet people at midnight if that's what needs to be to get the job done!! (Nancy Tietjen always laughed and told us that...and sometimes it happened!)

Recruit with the 24 hour rule! When a prospect says she doesn't have time to get together with you this week, respond with "do you have a lunch break today?" "How would you like coffee and dessert after work?" "I'm going to be in your neighborhood tonight, may I drop in and leave you some information?" (another one of Nancy's...of course I was going to be in her neighborhood, I was coming to see her!!)

Another caution...waiting to talk about MK with her at the class she booked is a disaster! There are way too many variables! What if her child becomes ill and she can't hold the class? What if she just cancels!! Too many what if's....even if she's booked a class with you, interview her the VERY NEXT DAY after meeting her at a show!! if she comes in...great! Her class will be a training class. If she doesn't... great! You still have one more time to convince her at her class.

Recruiting quickly and effectively isn't a slow steady process. It's a race!!! A full speed sprint!!! Another one of Nancy's is..."they either jump on board or are left in the dust." We didn't go in for layering then.. in or out? Who's next? You know some famous Mary Kay women who came out of the environment....a race to DIQ and Directorship. 6 months as a consultant and into DIQ!! They called us "6 month wonders" ...Holly Zick, Arlene Lenarz, Marilyn Welle, Marsha Morrisette, Lois Humbert,....there were so many I can't even begin to think of them all!!

Set your recruiting goal, and then have enough classes on the books to support that goal! (Classes with teenagers doesn't support the goal...classes with their mothers' do.) Why do in 6 months what you can do in 6 days!!!!??

Do you want to be a Director?? Are you anxious to move into Red Jacket?? Work your Director to the bone to teach you with practice interviews, and take off!!! You can be a DIQ by the end of this month if you really want to!!!