

Pacesetters Class



Lesson 6



Pacesetters Lesson 6 – Team Building and Team-Building Responsibilities

HELLO FANTASTIC PACESETTER!!! We're up and running again! Isn't this exciting? You ARE truly on YOUR WAY TO THE TOP!!! With your date book filling fast and more interviews booked, don't you feel secure in your growing business?

Success is so easy, and you are getting more and more successful each day!

Some Guidelines for Team Building

Since you've already had some experience in booking team-building interviews and perhaps conducting some already, let's go over a few guidelines about team building.

1. As you talk with the prospect, show your genuine enthusiasm for the Mary Kay opportunity. So many people are so dissatisfied with their daily lives. Let her see how excited you are. Many prospects become Consultants just so they can put that spark of excitement and enthusiasm into their lives.
2. Be sure you are honest about the facts. We have such a fantastic opportunity that we don't need to "flower" it any. Just tell it like it is. That's good enough for everyone.
3. Keep your interview short. Limit it to no more than 30 minutes. She can only absorb so much at one time. If you drag it out, you'll only lose her as you go along.
4. By all means, try to talk with your prospect and her husband together at the same time. She can't possibly explain the Mary Kay opportunity to her husband afterward if you only talk to her first. Chances are, he'll get a distorted picture and will most likely talk her out of it. SO – if at all possible, when talking to a prospect, have her husband there.
5. Don't try to tell her everything you know! **STICK TO THE BASICS.** She doesn't need to know all about Sales Director qualifications until she has established herself as a Consultant. You will, of course, want to answer any of her questions completely and honestly.
6. Be sincere about HOW a Mary Kay career can benefit her.
7. Use caution against pre-judging whether she would be interested or not. **ASK –** and let HER make the decision.
8. **Keep It Simple, Sweetie!!** Remember, there are probably only two things she wants to know: 1) Would she like doing Mary Kay? 2) How much money can she make? Answer these two questions. Too many facts can scare her off.

9. Don't do all the talking. LISTEN to her needs and wants and show her how a Mary Kay career can fill them.

Team-building Tips

Whom to Look For:

- 1) Enthusiastic customers
- 2) Loyal hostesses
- 3) Women looking for extra money
- 4) Women dissatisfied with their current job
- 5) Friendly, well-groomed women
- 6) People with positive attitudes
- 7) People who ask you questions about what you do
- 8) Almost anyone – don't prejudge! Look for people with a *need* – then help fill it

Different Steps in the Team-Building Process:

- 1) Offer Company material, such as a team-building brochure or videotape.
- 2) Invite her to any Mary Kay function (unit meetings, glamour workshops, guest nights, etc.)
- 3) Share the avenues of income.
- 4) Share the information with their husbands, if possible.
- 5) Have your Sales Director talk to them personally via phone or personal visit.
- 6) Give them the *Mary Kay Autobiography*.

Questions to Ask in Order to Generate Interest:

- 1) Have you ever thought of running your own business?
- 2) Have you ever considered doing what I do?
- 3) Have you ever thought about where you'd like to be in 5 years? Will what you are doing now help you get there?
- 4) Do you like to work with people? With cosmetics?
- 5) How would you like a career with an unlimited earning and advancement potential?
- 6) Would you like to come as my special guest to a success workshop next Monday night? We need models who would like to try a new glamour look. You'd be great!
- 7) My Sales Director has challenged me to share information about our company with 3 women this month to practice the way I give information. Would you be willing to give me your feedback on my presentation? It will only take 10 -15 minutes.
- 8) Is it okay if I take a few minutes to give you some information about our career opportunity? You may not be interested, but that's okay, I'd just love your feedback. You've got a lot of the qualities we're looking for. You could be my talent scout.

When to Build Your Team:

- 1) Schedule interviews for 24 - 48 hours after meeting women at your selling appointments. Interview right after the appointment if it's not running too late.
- 2) Invite *all* your potentials to every unit meeting – not just one or two.
- 3) Go back through your customer file and schedule interviews with all those potential team members you never asked in the beginning.
- 4) Follow up with people you've interviewed in the past who may not have said "yes" at the time – their situations may have changed.
- 5) Be ready to build your team anywhere at *any* time – even if all you can do is grab a piece of paper and sketch out the avenues of income for her. You can always mail her extra information right away.
- 6) Prospect at family reunions, clubs, social outings, etc.
- 7) *All the time!* Be excited about getting that next business associate. Get a passion to move up into that Red Jacket or into that

Pacesetters Assignment for Lesson 6

Re-read the team-building section in the “Working Your Business” section of *Career Essentials* available on the LearnMK™ Web site, key word: *career essentials*. Set up this week’s *My Road Map to Success* and use it daily to keep track of your short-term goals.

1. Hold at least 3 group-selling appointments.

Group-selling appointments:

Name	Total in Retail Sales
_____	_____
_____	_____
_____	_____

Book at least two group-selling appointments for next week:

Name	Date
_____	_____
_____	_____

2. Hold at least 5 team-building interviews and/or bring guests to every Mary Kay function this week to meet your Sales Director.

Have an all-out effort to have one new team member this week. Remember, set yourself up for success.

3. Make copies the *Woman of the New Millennium* guest profile sheet (available on the LearnMK™ Web site, key word: *millennium*). Have at least 10 customers complete the profile sheet this week. Follow through with appointments and hold interviews with your Sales Director.

4. Invite at least 5 – 10 prospective team members to your weekly sales meeting. Be sure your Sales Director interviews them after the meeting.



5. Submit all of the following to me by the week's end:

- This week's Weekly Accomplishment Sheet
- Next week's Weekly Plan Sheet
- Your completed *My Progress* sheet
- Your completed Assignment sheet
- Your completed *My Road Map to Success* sheet
- Your 10 completed copies of the *Woman of the New Millennium* guest profile sheet

Award yourself 250 bonus points when ALL 5 assignments are completed. Be sure these points are reflected on this week's My Progress sheet.

Signature

