

# Interview Guide

Date \_\_\_\_\_ Consultant \_\_\_\_\_  
 Prospect's Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 Home # \_\_\_\_\_ Work # \_\_\_\_\_  
 Cell # \_\_\_\_\_ Best Time to Call \_\_\_\_\_  
 Email Address \_\_\_\_\_

Consultant Comments:

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**STEP 1:  
Our Agenda  
& You**

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. I'll tell you a little about me and my Mary Kay journey.
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.



Tell me about yourself (family, job, education, hobbies, etc.): \_\_\_\_\_

What do you like best about what you do? \_\_\_\_\_

What would you change, if anything? \_\_\_\_\_

What do you need most in your life right now? \_\_\_\_\_

Where would you like to see yourself 5 years from now? \_\_\_\_\_

**STEP 2: Me**

Let me tell you a little about myself, and why I love what I do!

**STEP 3:  
The Facts**

If I only had 5 minutes to share some facts with you about a Mary Kay career, what would you want to know?

**Marketing Plan Points**

- No Territories/No Quotas
- Golden Rule
- Flexibility/Be Your Own Boss
- Priorities: God, Family, Career
- Advance At Your Own Pace
- 90% Buyback Guarantee
- Confidence and Self Esteem
- Recognition & Prizes
- Training
- \$100 Gets You Started!

**Income Possibilities**

- 50% Gross Commission
- Facials (1-2 people): 1 hour, average \$100/\$50 profit
- Parties (3-6 people): 2 hours, average \$200/\$100 profit
- 2 parties/week=\$400 retail/\$200 profit (4 hours)
- Monthly profit = \$800 x 12 = \$9600/year
- Reorders: Average \$300 per customer/year
- 100 customers x \$150 profit = \$15,000 + \$16,000 = \$31,000 profit/year
- Other Sales: Web Page/On The Go/Silent Hostesses
- Team Building Commissions: \$200-\$2000/month
- Car Program: Car, 85% insurance, taxes, licensing (or \$375/month cash compensation)
- Tax Deductions: Home office, supplies, car, equipment
- Directorship: Avg. \$50,000 commissions + sales + prizes

**Qualities We Look For In A Team Member:**

1. Busy person
2. Doesn't know a lot of people
3. Is NOT the sales type
4. Has "more month than money"
5. Family oriented
6. Decision maker

**STEP 4:  
Your Questions**

Hypothetically, if you were to consider doing this, what are your personal strengths and why would you be good? \_\_\_\_\_  
 With the proper training, do you feel that you could learn to do what I do? \_\_\_\_\_  
 Do you have any questions that I did not answer? \_\_\_\_\_

**STEP 5:  
The Close**

Is there any reason why we couldn't get you started today? \_\_\_\_\_

(Consultants: Please copy this form and turn in to your director.)