

Rule	Exception
1. She pays a mortgage or owns her own home.	She rents an apartment or lives with family.
2. She has available credit (visa etc.) and a checking acct.	She pays only in cash.
3. She has a supportive husband, or fiancé.	She is single or has a non-supportive husband/fiancé
4. She purchased skin care and has booked a class	She has not purchased the skin care.
5. She held her original appt. or called to reschedule	She didn't show and didn't call to cancel her appt.
6. She asked lots of in-depth questions about the company.	She shows vague interest in knowing more about Mary Kay.
7. She asked you how many hours you work.	She asked how many hours she would have to work.
8. She asked how much inventory is recommended.	She asked if you had to have inventory.
9. She has integrity; she would do things the Mary Kay way.	She tends to look for shortcuts, uses bad language, and treats others poorly
10. She has high standards for her personal appearance	She places little importance on her personal appearance.
11. She can write a check today for her starter kit.	She has to wait to save or budget \$ for her starter kit.
12. She has a desire to make a change in her life.	You are trying to impress upon her that she needs to make a change.
13. She is an optimist, the glass is half-full.	She is a pessimist; the glass is half-empty.
14. She is 25 or older	She is under 25
15. She has a bright, cheerful, personality.	She doesn't smile often.
16. She enjoys a challenge.	She would rather be a passive on-looker.
17. She maintains strong eye contact with you	She finds it difficult to look you in the eye.
18. She has been successful in other endeavors.	She has tried other things and pursued them half-heartedly.
19. She has a strong work ethic.	She lives on public assistance.
20. She has great bounce-back ability.	She is discouraged easily.
21. She is a decision maker.	She often seeks the approval of others.
22. She uses her children as a reason to begin her business.	She uses her children as an excuse not to begin her business
23. She owns a car (doesn't have to share with hubby)..	She owns no car or has to share with her husband.
24. She purchased her products in full.	She used a payment plan to buy her products.
20 or more in the rule column denotes a quality business prospect.	