



RECRUITING MADE SIMPLE

4-POINT RECRUITING PLAN (BEST)

Before each class, ask the hostess who is going to be there that might enjoy doing what you do.

Enthusiastic I-Story...during the class, tell your brief I-Story and be sure to include “why” you decided to do Mary Kay. Use the Career in a Bag game until you are comfortable discussing the career.

Select at least 1 person to offer the opportunity to by scheduling an interview, and giving her recruiting literature & a CD to listen to. Invite her to the next weekly meeting. Use the script provided in your Skin Care Class Packet.

Token...give the hostess a “token” gift (\$50 in free product) when someone she recommends is accepted by the company and joins your team.

100 CD'S TO A NEW CAR!

Here's a fun way to share the career opportunity with a lot of people in a short amount of time!

1. Make copies of the “Fast, Fun, Facts Sheet” (see back of this sheet) and glue it on to the front of a large clasp envelope. Inside the envelope place 1 Look Book and 5 Career Study Bags (see directions above). Include the “Tape Back, Feed Back” card below.
2. Find 10 women who want to earn up to \$100 in FREE Mary Kay product to be your Talent Scouts.
3. Allow your 10 Talent Scouts one week to pass out the Career Study to 5 of their friends, co-workers, family, etc. Those friends should listen to the CD and fill out questionnaire, and she returns both to you.
4. Each person who listens and participates by returning the CD and questionnaire to the Talent Scout within the week, will receive a FREE \$10 gift of their choice, which they can choose from the Look Book the Talent Scout gave them.
5. The Talent Scout will receive \$10 in FREE product for each CD and questionnaire she gets returned within the week - up to \$50 in FREE product!
6. If someone the Talent Scout has given the Career Study to becomes a qualified consultant on your team, the Talent Scout will receive an additional \$50 in FREE product of her choice!
7. Collect all the CD's and completed questionnaires from the Talent Scout at the end of the week.
8. Follow up on each questionnaire and make arrangements to deliver their product in person!
9. Find at least one person from each group of five to be your next Talent Scout and start all over again!
10. You may order Julie's Career CD's by contacting your Director. They are \$1 each.

Possible Results:

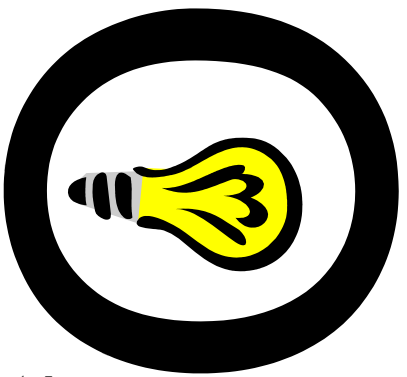
10 Talent Scouts each handing out 5 Career Study Bags	=	50 CD's given out
If only 1 out of every 5 CD's given out and followed up with actually recruits	=	10 new recruits
If only 1/2 you follow up with books a facial or class (average \$50 in sales)	=	\$1,250 in sales

CAREER STUDY BAGS

- ◆ Place inside a cute cellophane bag (can be purchased at Dollar Store) with a pretty ribbon:
 1. Julie's Career CD/Tape
 2. Career Study Information Sheet
 3. Sample (fragrance, lipstick, lotion, etc)
 4. Your Business Card
 5. “Tape Back, Feedback” card below (if using the “100 CD's to a New Car” idea below)
- ◆ Put together your Career Game Bag (see page 3 of class script for details)

GIVE THE CD BACK, GIVE YOUR FEEDBACK & GET A FREE GIFT BACK!

Thank you for participating in our Career Study Survey! Please listen to the enclosed fast, fun story of the career opportunity facts of Mary Kay in your car while you are out and about. Then, fill out the enclosed Career Study Questionnaire and return it to the person who gave it to you this week and you will receive a FREE \$10 gift of your choice just for participating!!



Fast, Fun, Facts Opportunity Survey

Simply give out the enclosed "Career Opportunity Survey" bags to five of your friends. Receive \$10 in FREE product when they return the tape and filled-out questionnaire this week. They will receive a FREE \$10 gift and manicure or makeover just for listening and giving their opinion. Plus, you will receive an additional \$50 in FREE product if one of your friends becomes a qualified Beauty Consultant on my team!!! Good Luck and thanks for being a Talent Scout!

\$10 in FREE Product for Each Career CD & Questionnaire Returned

Name	Phone #	CD Given	CD Returned	Product ordered
1.				
2.				
3.				
4.				
5.				

Mary Kay Income Opportunity

Company Philosophies

- God First
- Family Second
- Career Third

Qualities of Success

- Busy People
- Don't know a lot of people
- Not the "sales type"
- More month than money
- Family & others oriented
- Decision makers

Estimated Time vs. Money

Hypothetically if you were to become a consultant, knowing that a product presentation would take you approximately 2 hours to hold, how many appointments would you hold a week? _____

- The nationwide average sales per appointment is \$175
- 50% or more will buy the Basic Skin Care
- We retain 85% of all of our clients
- The average customer reorders approximately \$157 per year

3 Appointments per week

6 hours
 $\$175$ per appointment x 3 days = $\$525$ weekly sales
 $\$525$ per week x 50 weeks = $\$26,250$ annual sales
 255 customers x $\$157$ per year = $\$40,035$ annual reorders

Total sales would be \$66,285 Estimated profit \$33,142

2 Appointments per week

4 hours
 $\$175$ per appointment x 2 days = $\$350$ weekly sales
 $\$350$ per week x 50 weeks = $\$17,500$ annual sales
 170 customers x $\$157$ per year = $\$26,690$ annual reorders

Total sales would be \$44,190 Estimated profit \$22,095

1 Appointment per week

2 hours
 $\$175$ per appointment x 1 day = $\$175$ weekly sales
 $\$175$ per week x 50 weeks = $\$8,750$ annual sales
 85 customers x $\$157$ per year = $\$13,345$ annual reorders

Total sales would be \$22,095 Estimated profit \$11,047

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Other Avenues of Income

- * **Facials** - (1 or 2 people) on lunch hours, at home!
- * **Personalized Appointments** - Brides, Prom, Pageants, etc.
- * **Personal Web Site** - Get your own MK Web site for customers to shop on-line!
- * **Image Seminar & Clinics** - Held in a Corporate setting!
- * **Executive Gift Buying Service** - Secretaries Day, Birthdays, etc.
- * **Preferred Customer Mailings** - Quarterly Mailings for Customers offering them a gift with purchase!
- * **Dovetails** - Another Consultant takes your place & pays you 15% of everything sold at that appointment!
- * **Building Your Team** - When you share this career opportunity with others, you can earn not only an incredible income, but make life long friends!

Important Facts to Consider

- * **Awards & Prizes:** Monthly, Quarterly and Yearly prizes given for a job well done!
- * **No Quotas:** Only have to order \$200 wholesale at one time, once a year! The average body maintenance for U.S. woman is \$500!
- * **Products are Consumable:** Because our products are consumed quickly, our income is based on relationships, building customers for life!
- * **Tax Benefits:** Mileage, Telephone, Supplies, Postage, etc. because you're self employed
- * **No Territories:** You can build your business anywhere in the U.S.!
- * **No Risk Factor:** If for any reason you decide not to remain in Mary Kay, the company will repurchase any unused products at 90% within one year or purchasing them!

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Career Study Questionnaire

Consultant _____ Date _____

Participant's Personal Information

Name _____ Home Phone _____

Street Address _____ Work Phone _____

City _____ State _____ Zip _____ Best time to reach you _____

Occupation _____

Married Y ___ N ___ # of Children _____ Ages _____

Questionnaire

1. What two things appealed to you most about what you heard?

2. Are you currently where you want to be (Answer "yes" or "no" to each)
Financially _____ Your Career _____ Balance of Time _____
3. What do you like most about your current position? _____
4. What do you like least? _____
5. Listed below are the top reasons why people choose a career with Mary Kay. If you were to consider a career with Mary Kay, which two would appeal to you most?
A. More Money
B. Recognition & Prizes for Your Efforts
C. Personal Growth You Get Paid For
D. Free Car for 12-15 Hours Work A Week
E. Personal Product For 50% Discount
F. Incredible Tax Benefits
6. After hearing the facts, is there any reason why you wouldn't want to give this career a try? Yes _____ No _____ Other _____
7. On a scale of 1-10, what is your level of interest in this career?
(1 meaning no interest, 10 meaning I'd like to try it, 5 is a "chicken" answer)

1 2 3 4 5 6 7 8 9 10

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A Great Way to Close a Recruit!

The following is from National Sales Director Cheryl Warfield. This is what she teaches her consultants to say when following up with a career CD or to show a Career Video at the end of the Skin Care class while you clean up and they are eating refreshments and then follow up with these words at the One on One Close of a class.

- 1) What about the career opportunity intrigued you most?
- 2) In your wildest dreams if you ever did something like Mary Kay, what do you think you would you enjoy most?
- 3) If I could show you how to make an extra \$200 to \$400 working less than 8 hours would you be interested in finding out more?
- 4) Hypothetically, if you were to be a consultant, knowing what your schedule is like right now and knowing if it takes two hours to hold a skin care class, how many would you hold in a week? (1 would be 2 hours, 2 would be 4, etc.)? This will give you an idea of the income you could expect for hours invested.
(have her refer to the income vs. hours section on the career information sheet and follow along)
- 5) Would an extra (whatever income it would be from above) a year help? What would you use it for?
- 6) If I could show you how to hold one class and work it full-circle so that when you leave you've not only sold product and made money, but you have more classes on your appointment book, so that you can build a strong client base, would you be willing to learn?
- 7) Every Consultant starts off with the Starter kit, it is \$100 + tax and shipping for a total of (give total), and it includes over \$306 in full-size sellable product in there (list what it includes). It gives you everything you need to start your business and product to demonstrate on 100's of faces. The only thing it doesn't include is wash cloths, and product to sell. You can use MC/Visa, Discover, Check or Cash and the best part of all. . . it is 100% tax deductible!
- 7) Is there any reason why you wouldn't want to go ahead and get your Starter Kit ordered today, I think you would make a great consultant and I would love to work with you? (do not speak until she answers)

If she says anything but "yes, sign me up" (I want to think about it, ask hubby, etc.) you say:

On an interest scale of 1—10 (*explain scale "1" no interest, "5" chicken, "10" nothing to lose*) where would you say your interest is?

Then end with this:

I want you to think about two things:

If I joined MK today, what is the worst thing that could happen?

What is the best thing that could happen?

Think about it tonight and I'll call you in the morning to get your decision.

(set up a time to call her)