

Opportunity Assessment

Date _____ Consultant _____

Prospect Name _____

Address _____

City _____ St _____ Zip _____

Home # _____ Work # _____

Cell # _____ Best Time to Call _____

E-mail Address _____

Consultant Comments:

**STEP 1:
Our Agenda
And You**

1. I'll ask you to tell me about yourself so I can get to know you better.
2. I'll tell you about me and my Mary Kay journey and I'll share some facts about our career.
3. I'll answer any questions you may have and I'll ask you if you'd like to work with me.
If it's not for you, GREAT...I need good Customers too!

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?

Describe the perfect career for you?

Results oriented

Quick decisions

Direct

Achievement motivated

Values:
Time and effectiveness

Desires:
Management and money **D**

People oriented

Intuitive decisions

Fun and exciting

Recognition motivated

Values:
People and relationships

Desires:
Praise and prizes **I**

Family oriented

Slow, paced decisions

Loyal, team player

Security motivated

Values:
Guidelines and structure

Desires:
Security benefits **S**

Detail oriented

Analytical decisions

Perfectionist

Service motivated

Values:
Organization and excellence

Desires:
Flawless performance **C**

Which appeals to you the most?

Money

Friendships

Personal Growth/Self-Esteem

Prizes, Awards & Recognition

Quality of Products

Great Training

Career Car

Fashion & Color

Advancement Opportunities

More Family Time

Positive Attitudes

Tax Advantages

Be Your Own Boss

What areas would be of most concern? (Pick two or three)

How do I get customers?

How much time does this business take?

Are there any quotas?

Is there much paperwork involved?

What kind of support is offered?

Will my shyness get in the way?

What if we move?

I work full-time plus...can take on more?

I don't like to impose on my friends/family.

Is this a pyramid or multi-level company?

How fast can I move up into management?

What kind of financial risk or commitment is there?

What are some of the benefits?

What about tax advantages?

Do I have to make deliveries?

Can I really make money in this business?

How much money can I expect to make?

Do I have to be a certain type to do this?

What does it take to get started?

I have babysitter challenges?

STEP 2: Facts Let me tell you a little about myself, and why I love what I do!

**STEP 3:
Your Questions** If you were to consider doing this, what are your personal strengths that would make you good at Mary Kay?

On a scale of 1 to 10, where is your current interest in a MK business? (No 5's) _____

What would you need to know that would make you a "10"? _____