

Director's script for following up with your prospects from PONDER PINK PROFILES

Hi _____, is _____, _____'s Director. Do you have a minute or are you busy with your family? Okay, I just wanted to follow up and thank you so much for (coming as her guest, attending the class she held). That really meant a lot to her. You are very important to us! You're the reason we're the #1 Best Selling Brand, so THANK YOU!

CLASS: What I normally like to do, is just a quick evaluation of her performance if that's okay with you? Okay, great! I just have a few quick questions for you...

MEETING: Again I just want to appreciate you for coming as our guest and I just have a couple quick questions for you.. Did you have a good time? Great! _____, the reason I'm calling is because as a courtesy, I like to appreciate all of our guests for coming and I like to get feedback on our meeting so I can be a better Director. Also, I noticed you last night. You are just the type of woman we're looking for. I know you may not be interested, but I'd love to ask a few questions just to get to know you a little better. Is that okay....

Consultant Follow-up after class or meeting that you shared info.

Hi _____, this is _____. Do you have a minute or are you busy with your family? Okay, I just wanted to call and thank you so much for coming. Did you have a good time? Great! I don't know if I shared this or not, (-or- as you know) right now I'm finishing a huge goal of (completing my Power/Perfect Start, earning my Pearls of Sharing, finishing my Star, earning my car, DIQ, etc.) I really appreciate you taking the time to help me toward that goal. Thank you so much! I just have a couple of quick questions for you if that's okay....

1. What did you enjoy most? Would you change or add anything to our presentation?
2. Did you learn anything about skin care and glamour that you didn't already know?
3. Were there any products that you didn't purchase that you would like to sometime earn for FREE? I'll be sure to make note of that.
4. **Did she book your Follow-Up appt to do your Create a Look? (Director only)**
5. **(Confirm follow-up facial and turn it into a class.)** You know what, I can help you earn that FREE by just sharing your appointment with some friends. How does FREE sound?
6. After hearing more about our business opportunity, what appealed to you the most?
7. What did you like best?
8. Tell me a little bit more about yourself.
9. **Why do you think _____ will be successful in MK? (Director only)**
10. Hypothetical question...tell me, if you ever started your own MK business, what would you enjoy most?
11. Have you ever thought about doing anything like Mary Kay, even if it was just part-time for extra money?
12. On a scale of 1-10, where would you say your interest would be in MK?
13. What would you need to know that would make you a 10?
14. What would stop you from giving it a try now?

At this point she'll usually say something like: "Well yeah, but I really don't have any time right now or I could never sell anything," or some other objection. First, you NEVER want to disagree with her! Use the FEEL, FELT, FOUND method to transition into overcoming her objection. "I know how you FEEL. I FELT the same way. Here's what I FOUND." Share your personal experience and how you over came your fears. You can also overcome objections with a question. After you ask each question and get an answer from her, you must follow it with "GREAT...what else would hold you back." This is critical. You must ask for the agreement "order form", after the objection has been overcome! You can't just overcome the objection and then stop!

Here's a tip: If you're starting to feel a little pushy after over coming a lot of her objections, DON'T. It's your job to be a problem solver and show her how to get around her challenges. Again, we don't want to try and talk her into it. She must have some interest in the business. Just try to show her that many Consultants & Directors had the same challenges but went on to be very successful in Mary Kay. You'd hate to see a simple challenge keep her from giving something like MK a try. She might just absolutely love doing what you do!!! Not everyone will make an immediate decision. Some need more layering. D's and I's make quick decisions. S's & C's take more time.

COMMON OBJECTIONS:

"I know how you FEEL. I FELT the same way. Here's what I FOUND." (share your observations or even someone else's experience)

I DON'T HAVE TIME

- if I could teach you how to earn an extra \$100 per week (that's \$400 per month) working 3 hours a week, and eventually double that to \$200 per week, could you find 3 hours?

I DON'T HAVE ANY MONEY

- Do you have a credit card?
- Do you know somebody who loves you with a credit card?
- If I could show you how to earn you \$100 back within 2 weeks, could you find someone to help you get started?
(If you think she's just saying she doesn't have money, but she really does....ask her:)
- If we could find you the \$100, is this something you would like to try?

I'M NOT THE SALES TYPE

- Would you believe that probably 90% of the women who start Mary Kay are not the sales type? If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it?
- Do you believe that women love women love to take care of their skin with great products? If I could teach you how to help them do that, rather than try to sell them something, would you feel better about doing Mary Kay?
- What was the first thing (I) (my Director) said before (I) (she) showed the sets at the class? (You're not under any obligation to buy a thing.) Did you feel that (I) (she) was pushy? Do you know that (I) (we) sold _____ in product at that class? Women love to shop!
- If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay?

I DON'T KNOW ANYONE

- Do you know one person who might be a practice face for you? If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn?
- Do you know that many of our most successful consultants didn't start with people they knew? If I can teach you how to meet people, would you be more excited about a Mary Kay business?

I DON'T WEAR MAKEUP

- Do you feel skin care is important? (if she says no, you probably don't want to recruit her!) Would you be surprised to learn that the majority of products we sell are skin care and body care, rather than makeup.
- Would you be surprised to learn that many of our most successful consultants and Directors don't really wear a lot of makeup, but they are committed to good skin care?
- Would you be surprised to learn that the majority of your Mary Kay income will come from women buying skin care and body care, rather than makeup?

I DON'T WANT TO TALK TO STRANGERS

- If I could teach you how to build your business without talking to strangers, would you be willing to learn?
- You will book most of your appointments at appointments and get great referrals from them.

I NEED TO TALK WITH MY HUSBAND

- What will your husband say?
(If she says..."He'll say do whatever you want.")
- So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great. When will you be able to talk to your husband? (Then set a time to call her back.)
(If she says..."he won't want me to do it.")
- May I make a suggestion? Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity as a hobby that you can eventually make some extra money doing—so after you buy your kit, you'd like him to come to training with you and get his opinion of the business as well. Then when you come to training with (me/my Director) and both of you can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that? (Wait for her to answer and then say...) Would you agree that we can pretty much get our husband's to let us do whatever we want as long as they know it is important to us? Just let him know this is very important to you. (Then set a time to call her back.)

I'M TOO SHY

- Would it surprise you to know that some of our most successful consultants were extremely shy when they started their businesses & have done very well?
- Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness and makes you money in the process?
- Would it surprise you to know that most shy people are very sincere and sincerity is one of the best qualities a Mary Kay consultant can possess?

I DON'T THINK I'D LIKE DOING MARY KAY

If she's just sincerely not interested, then STOP! Thank her, and let her know that you will cherish her as a great customer. If something changes, and she needs to make more money, and has more questions, feel free to call.

If it's just fear....then you can ask the following....

- Let me ask you a hypothetical question then. If you were going to do something like Mary Kay in the future, what would be your reason? Would it be to get out of the house? Would it be for the money? Would it be for something that is just yours?
(Wait for her answer—then say...)
- If I promise to hold your hand and teach you how to do this, what would keep you from getting started today?
(Then she'll start giving you her real objections & you can overcome them as above.)

I KNEW SOMEONE WHO TRIED MARY KAY AND IT DIDN'T WORK OUT FOR HER/SHE QUIT, ETC.

- Would you agree with me that there is probably someone in every single occupation on earth that hasn't done well while others did? So what makes you think you wouldn't do well?
- Would you agree that her lack of success might have more to do with her personal situation than with Mary Kay?
- Let me ask you a question. Have you ever worked with someone at your job who failed/quit? Did her quitting keep you from being successful at your job?
- The same is true of Mary Kay. We each have our own opportunity. It is not dependent on others.

What to do if they've given your EVERY OBJECTION IN THE BOOK!

(In a soft voice.)

- May I ask you a question? Do you think you're just scared? Well, what's the very worst thing that could happen?
(Wait for her response...then say...)
- Do you want to know what I think? I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life...does that scare you?
- I totally understand. I know how you feel. I felt that way myself, but here's what I found. We're all scared when we start something new, but really, what's the worst thing that could happen to you.
- What's the BEST thing that could happen to you?

After overcoming all objections, say...

- Assuming you decided this is something you'd like to try, let me tell you what will happen from here so you'll get an idea of what to expect.
- The next step would be to order your starter kit. Then we will work to complete your NEXT STEP NEW CONSULTANT CHECKLIST. Then you will attend your first meeting. This will include an opportunity for you to discuss individually with you're your Director what you want from Mary Kay, and help you tailor it to your life, your schedule, and your needs. There are no have to's. Your Director is just there to show you what is available and support you in your business. Unless you have any more questions, it sounds to me like you are at the fun part, which is just deciding.
- Have you decided this is something you would like to try? (wait for her response)
- Do you need more information to make your decision?
(If she says, "I think I want to do this...", you say...)
- "Great. Let's go ahead and order your Starter Kit.
(If over the phone, pick it up that day or evening, NO EXCEPTIONS!!)

(If she says, "I need to think about it....")

Use the following....A "GREAT method for closing!"

Ask for a decision. Minimize the decision. Explain your reason for asking. Take away the pressure to say yes. Leave her with food for thought.

Great. Take the time you need tonight to make your decision.

Remember, it's not brain surgery and don't make this a bigger decision than it really is. We're not getting married.

Even though I'd love to work with you, I won't pressure you to do Mary Kay. I only want to work with you if you really want to do this. I will, however, ask you to make a decision, because I hate to see you agonize over it. I would not want to become that "pesky" Mary Kay lady that you're afraid to pick up the phone when I call.

After you have thought about it, if you decide to do this, I'm going to love working with you. If you decide not to, I'm going to love having you as a customer. Either way, we both win. So you just decide what is best for you. I'll call you tomorrow and find out what you have decided.

Two things to consider...the very worst thing that will happen is that you will decide this is not for you and you'll be right where you are now (state current situation). You'll be able to say, "I tried that, but it wasn't for me", instead of wondering "what if?". I'll call you tomorrow for your decision. When would be a good time to catch you tomorrow, during the day or in the evening? Be sure to give me a call if you have any questions between now and then. I appreciate you taking the time to listen to more information about Mary Kay.