

Date: \_\_\_\_\_ Consultant Name: \_\_\_\_\_

Customer Name: \_\_\_\_\_ Cell #: \_\_\_\_\_

## **Step 1: Our Agenda & You**

1. I'll ask you to tell me a little bit about yourself so I can get to know you better!
2. I'll answer any questions you have and share some facts about our career!
3. At the end I'll ask you if this is something you'd like to try. I consider my team to be like my family so we want to make sure it would be a good fit for both of us!

Tell me about yourself:

What's most important to you in your life right now?

Tell me about a time when you've been successful or proud of yourself.

What do you believe are your strengths?  
Can I share some strengths I see in you?

Fast forward your life one year, if time or money weren't an issue, what would you love your life to look like?

Tell me what you know about Mary Kay- the products, the people and the business.

## **Step 2: Let me tell you about MY MARY KAY STORY and WHAT WE DO.**

(share your sharing notebook with Starter Kit picture, focusing on the areas that would interest her the most)

---

## **Step 3: Questions**

- ◆ What impressed you the most of all of the things I shared?
- ◆ What would you enjoy the most if you were a Mary Kay consultant?
- ◆ What qualities do you have that would help you excel as a consultant?
- ◆ If I taught you how to make an extra \$500 a month, would you be motivated to find an extra 5 hours a week to do this? Show her on paper how you can do one selling apt per week or some on the go selling to sell \$250 per week, which is the average amount sold with 3 people at an appointment. That would take about 3 hours and 2 more hours for follow up texts, ordering online, travel time, etc.
- ◆ What questions would you want to know before making a decision to get started?

## Step 4: Six Qualities of Successful Mary Kay Consultants

Here's are the qualities we are looking for in consultants. Let's see if any of these apply to you!

- ◆ **They are busy people:** Are you a busy person? We love busy people for two reasons:
  - \*One reason is because you know how to prioritize and are an excellent time manager because you have to be!
  - \*The second reason is you are around lots of different people all of the time so you have many different networks and will be making sales on the go throughout your busy life!
- ◆ **They have more month than money:** (could use some extra money) Does that apply to you? What would you use your extra money for?
- ◆ **They are not the sales type:** Meaning you are not pushy, instead you will be informative and come from an educational stand point. Pushy sales people are not successful in Mary Kay because our business is all about building relationships!
- ◆ **They don't want to build their business just around family and friends:** Meaning you would want to learn through training how to meet new people and build a business outside of the people you currently know.
- ◆ **They are family oriented:** You are motivated by the needs of your family and don't use your family as an excuse not to do something, but instead as a reason to do something. You want to present a good example for your children.
- ◆ **They are decision makers:** You realize there's never a perfect time to begin something new because you never really know unless you try and sitting on the fence of indecision is a little bit uncomfortable!

How many apply to you?

What would be the best reasons for you to start Mary Kay at this point in your life?

---

## Step 5: Feedback

On a scale of 1-10, based upon what you know so far, what is your current interest level in getting started as a consultant?

1 means, "never in a million years if I was starving on the street I wouldn't consider it!"

10 means, "this sounds kind of cool, I think I want to give it a try." and 5 you can't answer because 5s are wimpy!

1 2 3 4 5 6 7 8 9 10

What appeals to you that makes you say that number?

What holds you back from saying a higher number?

**Objection 1** \_\_\_\_\_ repeat back to her and overcome with a question and discussion and ask, Okay if \_\_\_\_\_ weren't an issue, would anything else hold you back?

**Objection 2** \_\_\_\_\_ repeat back to her and overcome with a question and discussion and ask, Okay if \_\_\_\_\_ weren't an issue, would anything else hold you back?

**Objection 3** (usually the real objection!) \_\_\_\_\_ repeat back to her and overcome with a question and discussion and ask, So are you ready to get started? It's not an organ donning decision! Don't overthink it! It's something you can take at your own pace and learn one step at a time. You can do this as little or as much as you want and we help you learn every step of the way. Is there any reason why we can't get your Starter Kit ordered today?

---

## Step 6: Closing

It's super simple to order the Starter Kit. Let's take a look at what you get in the kit and then I will show you the order form. I really like you and would love to have you on my team. I really believe you would (have fun, be successful, bless many women, etc) because you are \_\_\_\_\_. Here's how you sign up. Pull out the order form or have her fill it out online.

**If she is still not sure...** You should just go for it! Even if it's not the perfect time, you can just try it out and start your discount and training now before the opportunity passes you by. You probably won't find a less busy time to get started so sometimes you just have to jump in and figure it out as you go. There's a ton of support every step of the way. Plus if it's not right for you, you can always stop and be my customer again. Remember, it's not a marriage...you are just taking Mary Kay out on a date to try it out. How will you know if you like it unless you try it, right? Let's get you started, OK?

**If she says she needs to think about it...** say - I understand and I want you to make sure your thinking time is productive and based on facts. What will you be thinking about or evaluating? (Suggest that she read the material you give her, watch a video on our website or make a pro-con list) If you don't give it another thought over the next 24 hours, then Mary Kay is probably not for you. But if you are thinking about what we talked about then I think you owe it to yourself to give it a try. Most women can make a decision in 24 hours. When can I call you back to get your decision after you have had some time to think about it? Set up a specific time and say, so do I have your word that you will give me your answer when I call at this time? Pinky swear that you won't text me because that's not how grown ups have a conversation, right?

**If she says, no...invite her to do her 2nd Date, come to an event and also refer friends to you!**