

# Sharing the Opportunity in 10 Steps

**1-Get in front of new faces!**

**2-Share Marketing at every appointment!** I Story and My Favorite Things Game

**3- Ask at the table close-** “Option A is to join my team, take advantage of the BEST deal of the night with this awesome Starter Kit and dip your toe into sharing these great products with some people you know. Option B- is to take home some products today as a customer.”

**4- Ask at the individual close-**

“Is this something you could ever imagine for yourself? Would you be willing to watch a video about Mary Kay and give your feedback? It helps you learn more and it helps me with my challenge to earn my first car! OK, great...I will send you the link to our website and then we can chat to get your opinion. My trainer, Bridget, will also be on the video chat to help me learn the right kinds of questions to ask. **You will get entered to win \$50 of free products in our monthly drawing too!** Make sure you fill out the form at the bottom!” Send them the text with the link and then schedule a time to do the follow up chat.” This is how they get entered to win the \$50 of products. No follow up chat, no entry.

**(saved as text replacement- videowatch)** Text when they agree-

“Thanks for checking out my Mary Kay website to learn more about how the Mary Kay business works. Getting your feedback helps me so much as I work to earn my first free car! Click on the link to watch any videos you choose then fill out the form at the bottom. I will send you a link to join a video chat (like Facetime) to get your feedback so you can get entered to win \$50 of free MK products. Would 8 pm work? Once we talk I can enter your name! [www.bridgetsboldbelievers.com/mary-kay-opportunity.html](http://www.bridgetsboldbelievers.com/mary-kay-opportunity.html)”

**5-Master List of everyone you meet that you want to share with!**

Sarah- works at INOVA, seems interested, 2 kids, 703-333-4555

Write down follow up time in your calendar; set reminder in your phone and text it to Bridget.

**6-Text her a reminder about the feedback chat.**

**(saved as videoremind)** “Hi Susie, I wanted to make sure you had a chance to watch one of the videos that I sent to you. I am excited to get your feedback. Here’s the link again in case you can’t find it. Is 8 pm tonight still good for you? [www.bridgetsboldbelievers.com/mary-kay-opportunity.html](http://www.bridgetsboldbelievers.com/mary-kay-opportunity.html)”

**7-Do the Follow Up Zoom Chat** with Bridget- With Bridget’s help ask- See Interview Guide.

\*Tell us about yourself.

\*What’s most important to you in your life right now? What would you want to change?

\*Which video did you watch?

\*What impressed you the most?

\*If you were ever to come into Mary Kay what things would you enjoy the most?

\*If this was something you were going to do, what qualities do you have that would help you be successful?

\*What questions do you have for me?

\*Did you see on the website what it takes to get started? Talk about the Starter Kit and benefits and current promotion. Sign on bonus of free product of your choice.

\*On a scale of 1-10, 1 being never in a million years and 10 being sign me up, which one are you?

Overcome some of her fears, objections, questions. (See Interview Guide.) See if with those answers if she is at a 9 or 10 and ready to sign up. If she decides to sign up, tell her when she fills gets her Starter Kit ordered she will be entered to win a Kate Spade Clutch. Fill it out together on paper or online.

If she needs to think more or wants to learn more, schedule a time to meet for coffee. You can show her more material like the Flip Chart, your Calendar, or the Mary Kay InTouch website when you are in front of her. Schedule that as soon as possible! Set reminders, write in calendar and call to confirm. Tell her when she meets for coffee or Zoom, she will get entered to win a even more special prize, the Kate Spade clutch!

**(Saved at moreinfo)**

Hi \_\_\_\_, I wanted to share some helpful links as you think more about Mary Kay. Our company website has great info about being a consultant- <https://www.marykay.com/en-us/sell-mary-kay> Our unit website has great videos and pictures of the Starter Kit: <http://www.bridgetsbolddbelievers.com/mary-kay-opportunity.html> And here's a video of a top director sharing her story- [www.amykemp.me](http://www.amykemp.me) And finally a really cool blog of a super young and successful director from VA. <https://www.jamievtaylor.com>

I am looking forward to seeing you at Starbucks on \_\_\_\_ (day/time)! Coffee is my treat! And I will bring my \_\_\_\_ for you to look over.

**8- Coffee Chat Sharing Appointment with Bridget-** *Ask, "What else can I answer for you? What would need to happen to get you to a 10?"* Use guided questions so she can get to her own conclusion. Using these questions will help her tell herself her own answers instead of you trying to convince her. Show her materials, photos and on line materials that may help her feel more comfortable. But don't overwhelm her with too much. Only show what she is asking about. Get her entered to win the Kate Spade bag by filling out postcard with feedback. Give card to Bridget and write her name down to share with in the future.

**9- If she still needs to think- Set a time to follow up the NEXT DAY! We are looking for a yes or no answer. Bridget will call her to get her answer.**

**10- Continue to Layer-** If she doesn't sign on the spot, keep layering her:

**\*Book her for her own color appointment with friends**

**\*Invite her to a meeting/WOW NIGHT**

**\*Observe you doing a party/facial**

Sometimes it takes just hours and sometimes it takes years to recruit someone! Do these 10 STEPS and follow up diligently and you will know that you did your job to share information and pass on this amazing opportunity. In the end the choice is theirs and they need to make their own decision. But life circumstances change over time so always check back and ask-

*"How are you? I wanted to check in to see what's new. How are your products working for you? Well, last time we talked about Mary Kay as an opportunity for you it wasn't the right time to join my team. I wanted to check back to see if now would be better b/c I know life situations change quickly and you may be in a better place. What do you think?"* Overcome objections-

*It never really is the "perfect" time to start something new. The problem is if we wait, we may never start and find out if it's something we would enjoy or benefit from. How would it feel to start really small, even if it's not the best time? Just dip your toe in? I would love to help you take the first step to start learning more.*

*How about I send you the link to order the Starter Kit. At the very least you get a lot of great products and samples for only \$100 then your get all of your own products at 50% off!"*