

Overcoming Selling Objections

I just bought a supply of brand X

May I ask you a question? Having tried Mary Kay, do you feel like it is as good or better than what you are using? I would love for you to try our products. If you try them for 2 weeks and aren't completely satisfied, it is 100% guaranteed!



I don't have the money.

You know, I can understand that. If I could show you a way to earn part or all of the products you want, would you be interested?

I would love for you to be able to take home the products you want tonight and we can work out a plan to pay for part of it and earn the rest through hostess credit.



My husband would have a fit!

Are you currently using some kind of skincare products?

Well, wouldn't your husband be willing to let you spend your money on a product that will work and is 100% guaranteed if you are unsatisfied? I know mine would. We have several ways to make the payments easy on both of you!

Great! Would you like to use cash, check or credit card?

I tried MK and it broke me out!

I'm allergic!

I'm so sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of \$back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I will give you credit for them.

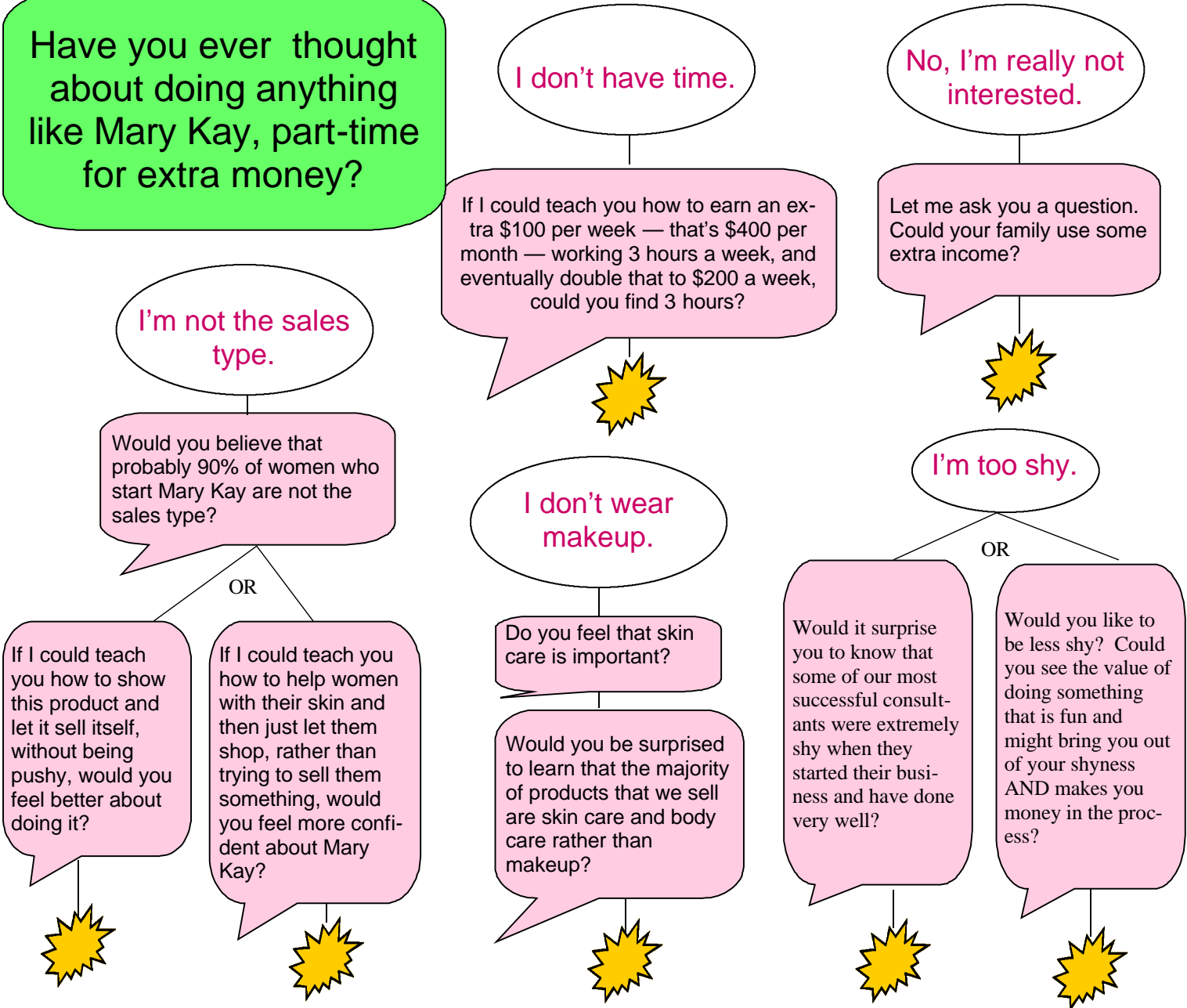


Follow up and Follow Through for Results...

Hi _____, this is _____. Do you have a minute or are you busy with your family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of {completing my Power/Perfect Start, earning my car, finishing my STAR}. I really appreciate your taking time to help me toward that goal! Thank you!

- Did you have a good time last night?
- What did you like best?
- Did you learn anything about skin care and glamour that you didn't already know?
- Were there any products that you didn't purchase last night that you can't live without? I'll be doing deliveries later on in the week and I'd be happy to drop by anything you are in need of.
- As you listened to the Mary Kay marketing plan, and the opportunity it offers to consultants, what impressed you the most about what you heard?

Have you ever thought about doing anything like Mary Kay, part-time for extra money?



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 a week, could you find 3 hours?

No, I'm really not interested.

Let me ask you a question. Could your family use some extra income?

I'm not the sales type.

Would you believe that probably 90% of women who start Mary Kay are not the sales type?

OR

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?

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 wear makeup.

Do you feel that skin care is important?

Would you be surprised to learn that the majority of products that we sell are skin care and body care rather than makeup?

I'm too shy.

OR

Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business and 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?

I need to talk to my husband.

What will he say?

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, so after you buy your kit, you'd like him to come to orientation with you and get his opinion of the business as well. Then when you come to orientation with my director, both you and he 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?

Would you agree with me that our husband's are usually supportive of our decisions once they know it is important to us? Just let him know this is important to you. *(set a time to call her back)*

I don't know anybody.

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?



He'll say to do whatever I 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? *(set a time to call her back)*

Aren't there too many people selling Mary Kay?

Have you been in Dillard's or the Jones Store lately? Have you noticed how much floor space is given to cosmetics? As long as all those department store brands are being purchased, there is still a huge opportunity for additional Mary Kay consultants. We currently have 10% of the market. 90% of the women you know wear other brands. We don't compete with each other. Our competition is at the mall or at Walmart!



She has a bunch of objections and you can't get her to say yes or no.

(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 to you? *(wait)* 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?



Great!

What would keep you from getting started today?



Overcoming Booking Objections

I'm too busy.

I know exactly what you mean. Life seems to be flying by. Do you ever feel like you need a little personal pampering time? How about inviting 2 or 3 of your buddies for a 1 hour spa session? I would love to do that for you.



I use Brand X

Hey that is great! It is obvious that you are investing time and money in your skin care. Let me ask you, do you feel you are getting the results you want for the price you're paying? I would love to take 45 minutes to show you the #1 brand in the US and get your opinion. I can share with you how much money I can save you.



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I'm so sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of \$back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I will give you credit for them.

That's perfect! You might be surprised to know that Mary Kay is the leading developer of basic skin care products. I would really love to get your opinion of our skin care basics. We won't even mess with the glamour.

Great! Is there a day this week that will work or do we need to look at next week?

