

Shining Our Way to Cadillac!

4 Point Recruiting Plan!

Skin Care classes and collection previews offer the best place to find prospective team members. Mary Kay herself developed the Four Point Recruiting Plan when she first began holding skin care classes. This is a proven, successful plan. Memorize these words and use them at every skin care class and you will leave with personal recruits and referrals!



WHO

Before anyone arrives ask the hostess, “who’s coming today who would be good at doing what I do? “Judy, I’m building my own unit in this area, and I am looking for a few quality people to do what I do – teach skin care. Is Mary Kay something you’ve ever thought about or would ever consider for yourself?” She might say she’s thought about it but...and then will give you an objection. Your reply: “Judy, if I could teach you to do what I do, could you learn?” When she says yes, offer to meet her for coffee, etc. “are you free tomorrow at 9:00 am? After hearing the information, if you feel it is not for you, then it will have been an excellent networking appointment for me!”



I STORY

At the beginning of the skin care class give a heartfelt, enthusiastic personal success story. “I would like to share with you what I do. I am building my own unit in this area and I am looking for a few key people to do what I do: teach skin care. I work part time for full time pay. I am my own boss, and I schedule my own hours. If you are intrigued after our time together today, I would love to send you home with some reading material.”



PICK

Select one person to talk with privately and say: “Jane, do you remember my saying that I am building my own unit in this area and am looking for a few key people to do what I do: teach skin care? I couldn’t help but notice how well you wear our product, how knowledgeable you are about cosmetics and how you were a natural leader of that whole group. Tell me, is a Mary Kay career something you’ve ever thought about? She will probably offer an objection just like the hostess. Your reply: “We provide complete and free training. If I could teach you to do what I do, could you learn? I’d love to get together with you over coffee. I am available ___ which works better for you?”



GIFT

Offer the hostess a merchandise gift (about \$40 suggested retail value) for any person suggested by her who becomes a Consultant. Tell her: “If you recommend someone you feel would be good at doing what I do and they become a Consultant, I will give you free Mary Kay products.” If you use this at every skin care class you will soon find yourself with personal recruits, first one at a time and then several a month....by simply taking the time to ask! Memorize this technique and use it WEEKLY! Repetition will help you perfect your recruiting skills. Remember: skin care classes and facials are your income today...recruits are your future!