

## OVERCOME OBJECTIONS DURING THE INTERVIEW - BEFORE YOU GET THEM

In order to move up the career ladder more quickly, create a way to conduct an interview that will create positive results and increase the number of 'yes' decisions you get. Make a way to avoid having to overcome individual objections at the end of the interview.

*Since we wipe out all a customer's major buying objections during the Skin Care Class, WHY NOT wipe out all the major recruiting objections during the interview?"*

### SO...WHAT TO DO?

- Use a Recruiting Notebook, personalized with photos, etc.
- Touch on important subjects
- Show and explain personal photos
- Company priorities and what they mean to her
- Find out her needs
- What are her fears in doing Mary Kay?

### WORDS TO SAY

*(Her Name), at Mary Kay we have a slightly different philosophy than most of the corporations today. In corporate America they want you to be the best performer you can be, and if that means you are burning the candle at both ends, working 50 hours a week, having no personal time, no time to exercise, eating fast food three times a day, or having a hole in your soul, so be it, because you must perform and there is a price to pay.*

*However, at Mary Kay we have a different idea. What we do is we build you up, we feed your self-esteem, and give you tons of recognition. We try to make you the best (Name) you can be, and then we know you'll perform well.*

*(Name), when I started building my team, I looked at all the successful Mary Kay people I knew, and I found there were six qualities that made them successful...so I decided to focus all my energy on people with some of these six qualities, since I knew since I knew they would be successful consultants.*

*Now, (Name), the more qualities you have the more successful you will be. However, I recommend that you have at least three of these qualities to start your Mary Kay business. If you don't have at least three, it may not be a good match, and you'd be better off as a talent scout.*

### THE SIX QUALITIES

*(Name), the first thing I look for is a busy person, because busy people are time managers, right? Time managers know how to prioritize, juggle lots of tasks and still be able to balance. I usually work with people who have a full plate. So, (Name), right now you might not have 10 hours a week to work your Mary Kay business, but you may have 10 minutes, three times a day. I need a time manager who knows how to capitalize on those opportunities. Most of our Consultants are married, work full time and have kids. So, (Name), I'm not looking for someone who has a lot of time, I'm looking for someone who knows how to manage their time.*

*(Name), a lot of times I hear people say they can't start Mary Kay until they can give it 100%. Well, do you know what? You will never be able to give it 100% but, you might be able to give it 100% every Monday night for 3 hours a week. Just like your job now...you don't give it 100% all the time. You give it 100% 40 or 50 hours a week. The successful people in Mary Kay understand the concept of balanced commitment. So I'm looking for people who know the concept of balanced commitment and will use that basic time management skill.*

*(Name), the second thing I look for is people who don't know a lot of people. You know why? Because you're not going to get rich on friends and family. They only have two questions for you: "What's my discount?" and "What's for free?" That's now how you make money, is it? You need real customers and we will teach you how to find customers. If you want to, you can use your friends and family initially to network, but I want you to get through them as quickly as possible and move on to real customers. So, if you are willing to expand your comfort zone, we will show you how O.K.?*

*(Name), the next thing I look for is people who aren't the sales type, because pushy people just don't do well in Mary Kay. Do you know why? Because in Mary Kay you are selling a consumable product, and your customer is going to run out of product and need to come back to you in a few months. She's going to remember how you treated her. If you were aggressive or pushy, she may not be back, right? I want you to build a strong reorder business, where your customers order from you again, again, and again. We teach skin care, and I want you to teach your customers how to use the products and let them make an educated decision. That's all. Not push! O.K.?*

*(Name) the next thing I look for is people who have more month than money, because money is a big motivator for our Consultants. If you have bank accounts and trust funds full of money and you really don't need to work, then this may not be for you. But, if you are excited about reducing debt, having more free time, saving for your future, or contributing to society, then this could be for you. I want someone who has financial goals and is motivated by money.*

*(Name) The next thing I look for is people who are family oriented. Because, you know, we will do a lot more for our family than we will for ourselves.*

**(At this point, if you think her husband might be an issue, you can say...)**

*Now, (Name), don't be too surprised if your husband isn't exactly thrilled with the idea of you starting your Mary Kay business. Mine wasn't either, and, sometimes, when husbands aren't thrilled, they say some unsupportive things. And that is okay, because all he wants to do is protect you and he is just saying "I love you so much, I don't want you to get hurt". So it's really pretty*

sweet, if you think about it. Of course, the day then comes when you start working your Mary Kay and you're super happy. You're making money, and he walks in one day and says, "I'm so glad I convinced you to do that Mary Kay". You're thinking, "Who is this guy?" Then when you start making some really serious money, he'll come home and say "Don't you have some calls to make or a class tonight? So don't worry too much about your husband, because, if you are happy in your Mary Kay career, he will be happy too. That's just how it works.

### IF SHE HAS SMALL CHILDREN..

(Name), there are two types of people with kids. The type that use their children as reasons to do more, and the type that uses their children as excuses...you know, the ones that were going to go back to school, but the children...Going to start going to a health club, but the children...but the children...but the children...They want more for their kids and they understand the concept of short term sacrifice for long term gain. They aren't hung up on free child care. Most of us don't have free child care when we work other jobs. I want people who can work around that. We want people who want more for their families, and Mary Kay can help with that.

**Finally (Name), I look for decision makers...people who don't procrastinate.** You know, the lights on the highway aren't ever all green at the same time. You have to begin your journey to get somewhere. A lot of people tell me they have to think about it. And you know what? Five years later, they are still thinking...from the same exact spot. (Name), I will offer you the Mary Kay career opportunity at one of three times in your life. You will either be in the middle of a crisis, finishing up your current crisis, or about to start a new crisis. So, waiting a couple of months or a year, really doesn't get you anywhere, does it?

### TIME ILLUSTRATION...

There is a lady in Mary Kay Named Jennifer. She and her Mary Kay consultant worked at the same company. The first time her Consultant offered her the career opportunity she was 5 months pregnant with number 2. Jennifer just loved the idea of Mary Kay and she needed the extra money but, do you know what she said? She was overwhelmed, super busy, and it wasn't a good time.

The next time the consultant talked to Jennifer, she was starting graduate school, and guess what, it wasn't a good time, but she said, as soon as she had some classes under her belt, things would be better. ....So, figure it out, (Name), she has 2 kids, working full time and she's in grad school. The next time the Consultant saw her, she was selling her house, moving, and it wasn't a good time, but she told her once the house sold, things would be better.

One day she went into the office of her consultant. She was 7 months pregnant with baby number 3, still unpacking after her move, and she had resigned and started a new job. So, obviously, it wasn't a good time to add something new right? But she asked if she could read the Mary Kay Consultant Guide, as she said "you know someday I'm going to do Mary Kay!"

Jennifer called the Consultant back in a couple of days in a panic. She said, "You know that Guide

you gave me? They have dialogues in them. Well, my niece called, I read her a dialogue, she booked a class with 6 people! What do I do?

Well, she quickly joined Mary Kay and now she is a successful Independent Sales Director, making money, driving a free car, and having a blast! And, do you know what she says to Rena, her Consultant? "What didn't you help me do it sooner?" She realized she could have started her Mary Kay career earlier, because the crisis situation just never goes away, and it is never a good time for us to add something more.

### WHAT TO DO NEXT

- **Go over some of the ways we make money (Classes, Facials, Reorders, Prizes, Dovetail) Recognition, Side Benefits, Self-Esteem**

### HOW DO I CLOSE?

Show her the picture of the STARTER KIT and have an agreement handy.

(Name), in order to start your Mary Kay career, you must submit a Beauty Consultant agreement and purchase a STARTER KIT from the company. This contains everything you need to do your first 25 faces, except face cloths, cotton balls and product to sell.

As for products to sell, whether your start with an arm full or a house full is totally up to you.

And (Name), if you decide in 2 days, 2 weeks, 2 months or more down the road that this is not for you...you gave it your all, tried your best, and it didn't work out, you can ship the inventory back to Mary Kay and get a 90% refund on unused inventory that you purchased from the company within one year.

So, tell me (Name), are you ready to start making changes in your life?