

# HELPFUL HINTS

## **A. REGARDLESS, SET A 24 HOUR FOLLOW UP TIME!!**

If you set it up to call her, say *“How did you sleep?”*  
(Pause) *“Is there any reason why we cant set you up for training?”*

**IF “YES”, YEAH!!!!**

**IF “NO”,** ask for commitment to future time and for referrals!

Keep an open line of communication to invite her to future glamour/fashion events. Restate your appreciation of her as a customer!

## **B. MOVE HER ONE STEP AT A TIME!**

Orientation. Training times. PS Workbook. Observe Your Show. Bring a guest to meeting. One Step At A Time!! **DON'T OVERWHELM HER!** Feel her out - ask questions - Keep the “I” out of it!!

## **C. BE MATTER OF FACT WHEN ANSWERING HER QUESTIONS ABOUT INVENTORY.**

“People make individual decisions regarding inventory. The only requirement is the purchase of the \$95 Showcase. My Director will go over inventory options with you at your orientation.”

If she persists. . . “Anywhere from 0 to a couple hundred to a couple thousand, remembering there is no requirement.” Avoid telling her the amount YOU came in with. **REASON:** it might sound small or large depending on her situation, and that’s our primary concern. Let her make that decision at a separate time (unless she says “I know I need inventory and I want it all - How Much?” - use good judgment by listening and not prejudging). Keep in mind that almost all businesses start with outside capital and bank loans. Remember how challenging it would be for you to run your business without inventory, so her getting product is no big deal, just the next logical step!!

## **ATTITUDE TOWARD A NEW RECRUIT**

### **WONDERFUL WORDS OF WISDOM**

By NSD Karen Piro

Sometimes we worry so much over whether or not a new recruit will succeed that we avoid it by not even asking or by not following up if we do ask! A simple change of attitude can resolve this for you. Try bringing new recruits in with the following attitude.

I am offering you a wonderful opportunity! Many of the women in this company are leading happy and successful lives because of Mary Kay. They have accepted the challenge and they love the thrill of achievement and the special pleasure that comes from helping others. I selected you because I feel that you are that kind of person.

I will believe in you, your integrity, drive and intelligence. I will support and encourage you. I will become your biggest cheerleader. I will not smother you and cripple you or do anything you are capable of doing yourself so as not to weaken you. I will not hold you back if you move ahead faster than I, and I will not “baby” you and destroy your confidence. I will treat you like the adult that you are. After all, if you decide not to come to career meetings or workshops, or if you allow yourself to get discouraged and let your dream die - I will feel awful for you. However, I am not responsible for your success or failure.

If you never miss a Mary Kay function, and you keep your dream in front of you, then you will become the star I envisioned when I recruited you- and I will jump for joy! I will know you did it all . . . but I will be so proud that I had the good sense to select and recruit you!

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## **WHERE DO YOU SEE YOURSELF?**