

# Career Talk

Prospect Name \_\_\_\_\_ Home # \_\_\_\_\_ Work # \_\_\_\_\_  
Address \_\_\_\_\_ Cell # \_\_\_\_\_ Email \_\_\_\_\_

## STEP 1: Our Agenda and YOU

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. I'll tell you a little about me and my Mary Kay journey.
3. I'll show you some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.

Tell me a little bit about yourself:

What do you like best about your job?

What would you change?

In the next 5/10 years, what would be your ideal situation for you/your family?

## STEP 2: ME

Let me tell you a little about myself and why I love what I do!

## STEP 3: The Facts

If I only had 5 minutes to share some facts with you about a Mary Kay Career, what would you want to know?

**Interviewer:** Have them draw a line down the center of the page and divide it into two columns. Use the heading "Reasons to Love Mary Kay" for the left column and "Income" for the right column.

### Reasons to Love Mary Kay

1. No Quotas (\$200/every 11 months to stay active)
2. No Territories
3. Golden Rule/Priorities: God, Family, Career
4. Equal opportunity advancement—you decide when to move up
5. 90% buyback
6. Flexibility
7. Confidence/Self-esteem
8. Recognition/Prizes—Weekly, monthly, quarterly
9. Full Training Program

Tell me the ones that appeal to you most  
(Interviewer: Circle as she speaks)

Notes:

### Income

1. FACIALS: 1-2 people, 50% commission (Average facial = \$100, 30 min)
2. CLASSES: 3-6 people, 2 hours work (\$200 average)
3. REORDERS: Average—\$200 per customer
4. ON the GO: Passing out brochures, samples as you go!
5. Web Page/Internet business: get up for \$25 for 1st year
6. Dovetail/Substitution: 35% Commission
7. "LOVE CHECKS" - for sharing this opportunity with other women. We receive 4, 9, or 13% commission from Mary Kay's profits each and every month.
8. CAR PROGRAM: Vibe or G6—85% of insurance, tax & places (or take \$375/mo cash compensation)
9. TAX DEDUCTIONS: Home office, supplies, car/mileage, washcloths, cotton balls, all things for business, own makeup!
10. DIRECTORSHIP: 13% commission plus \$500-unlimited bonus per month. Quarterly bonus up to \$1500!

## It costs just \$100 to start a Mary Kay Business!

Your Starter Kit includes \$300 of full-size products, plus color samples, mini satin hands, your trays/mirrors, training information and beautiful tote bags. It contains everything you need to demonstrate at your classes except for cotton balls, headbands and washcloths. It does not have products to sell to people. We cover that in your training.



### STEP 4: Your Questions

In your wildest dreams, if you ever did this, what would you enjoy the most?

If it takes 2 hours to hold a skin care class, how many would you hold in a week, knowing you'd earn approximately \$100 every time? (*This is not to establish a quota, but to show you how much money you can make!*)

*Then, take the number of classes she tells you and show her the money.*

*Example: 3 classes a week x \$200 = \$600 at 50% profit \$300 for about 6 hours of work.*

*\$300 a week x 50 weeks in a year = \$15,000 profit for 3 classes a week*

*Now, let's talk reorders! Minimum of 2 guests per class who reorder at least \$200 per year:*

*1 party per week = 2 x 50 (weeks) x \$200 = \$20,000 in reorder sales*

*2 parties per week = \$40,000 in sales*

*3 parties per week = \$60,000 PLUS your class sales!*

**WRITE THIS DOWN for her or let her write it down because when she gets home this is the first thing her hubby will ask!**

If I could show you how to do this, could you learn?

Other than FEAR, what else would hold you back from becoming a consultant?

Is there any reason why you couldn't sign your agreement today?

*If she needs to think about it or ask hubby, then say to her... "I want you to think about 2 things:*

- 1. What is the worst thing that could happen if I joined MK today?*
- 2. What is the best??*

If she says "I don't have \$100" say, "If I could show you how to take \$100 and turn it into \$1,000 in 30 days, could you find the \$100? (*pause for her to answer—this shows you that she could find the money*)

How would you like to handle it? Cash, Check, MC, Visa, Discover?

### 5 Most Important Questions in Closing a Consultant:

- (1) If you don't become a consultant, where do you see yourself a year from now?**
- (2) If you were to become a consultant today, what will be improved a year from now?**
- (3) What qualities do you have that would make you shine as a consultant?**
- (4) What are the two most important reasons for you to become a consultant today?**
- (5) It does sound like you'd be an excellent consultant. Why don't you give it a try?**

### 24 Hour Decision Challenge

*She has 24 hours to make a decision and she will get (product of your choice). Say something like this: "Amy, I offer women I talk to a 24 hour decision opportunity. If you make a decision within 24 hours and purchase your Starter Kit, then my first gift to you is this \_\_\_\_\_. Now, Amy, you can start your MK business any time you want and whether you start tonight, tomorrow or next week, we'll train you the same, but you won't get the \_\_\_\_\_ (BIG SMILE). Mary Kay herself would always give a pillow test. If in the next 24 hours you don't think anymore about this, then it's not for you right now. But if you find yourself thinking about this, how you'd get started, who might be your customers.. Then that's your sign that you need to go ahead and get started. So if it's OK, I'll just touch base with you tomorrow, OK?" Then write down exact time on your handout and call her then.*