

Use this as a guide to help you in your practice career chats or if your prospective team member has not watched a career video.

## Mary Kay Career Chat Guide

**(Present your Prospect with a Thank You Gift: Lip Gloss, Mascara, etc.)**

In most corporations, you're expected to be the best performer you can be; even if that means burning the candle at both ends, working a 50 hour week, feeling guilty when you're with your family because you "should" be working, and feeling guilty at work because you're missing out on family time.

Mary Kay Ash founded her company on the principles of: **Faith First, Family Second, and Career Third.**

When your priorities are in order, you perform better because you are not compromising who you are and what you believe in!

In looking at all of the successful Mary Kay women that I know of, **there are six qualities that they all possess.** The more of these qualities that YOU have, the more successful I believe you will be! As I go over the list, **check the ones that best fit you.**

### Six Qualities of Success

- 1. Busy People:** Busy people are excellent at time management and getting things done, right? They are good at prioritizing, juggling lots of tasks, and still maintaining a balance. Right now, you may not have 10 hours a week, but you may have 10 minutes, 3 times a day. I'm not looking for a person who has a lot of time on their hands. I'm looking for someone who knows how to get things done with the time that they DO have! Would you consider yourself a busy person?
- 2. Don't Know a Lot of People:** Can we agree on one thing? You're NOT going to get rich off your family and friends! 😊 They have two questions for you: What's my discount and what can I get for free! That's not how you make money. You need real customers and I'll teach you how to find people. If you want, you may use your family and friends initially to network; however, I want you to get through them as soon as possible and move on to real customers. So, if your first thought was "I don't know who I would sell to" then this quality fits you.
- 3. Not the Sales Type:** Pushy people just don't do well in Mary Kay! You know why? We are selling a consumable product that your customer will reorder every 4-6 months and people won't give return business if they feel they were pushed. No one likes to be "sold" something but everyone likes to buy, wouldn't you agree? We want you to build a strong reorder clientele and for you to teach your customers how to use the product and help them make an educated decision.

That's all – not push! If you like to teach and help others but feel uncomfortable “selling” someone something, then this is you.

4. **More Month than Money:** Money is not everything but it certainly buys choices, wouldn't you agree? No doubt money is a big motivator for most consultants. So, whether you have bank accounts and CD's full of money and you don't really NEED to work or you're living paycheck to paycheck, if you're excited about reducing debt, saving for the future, and having more free time, then this could be for you. If you consider yourself someone who has financial goals and is motivated by money OR the choices it provides, then this is a fit for you.
5. **Family and Others Oriented:** Wouldn't you agree that we'll do a lot more for our family and friends than we will for ourselves? There are two types of people: Those who use their family as an excuse for why they CAN'T do something and those who use their family as the reason why they CAN AND WILL do something! In Mary Kay we realize that's what Caught is more important than what's Taught! One of the greatest examples we can set for our family and friends is having them see us step outside of our comfort zone, setting goals and building a successful business without compromising what we believe in. If you are a person who's more motivated by what you can do for your family and friends and the difference you can make in THEIR lives, then this quality fits you.
6. **Decision Maker:** All the lights are never green when you set out to go someplace, right? There is never a perfect time to get married, start a family, or begin a business. You just make a decision and then make it the best one. A lot of people tell me they need to think about it. And you know what? Five years later, they're still thinking about it! I believe a woman can make an intelligent decision based on all the facts within 24 to 48 hours. After 48 hours, people start taking a poll from friends, family, and co-workers and then based on these people's input, they make their decision. I'm only interested in YOUR decision – because if your friends and family members sway you into this and then disappear after you begin – you'll probably get discouraged and quit. And then you've wasted your time and my time and I know neither of us is interested in doing that! **So, what I want to do is go over the facts, answer any questions you may have, and then I'll ask you for an answer within 20 to 48 hours. Is that fair enough?**

**Let's go back over these 6 Qualities and see which ones you feel that you have. (Go over each one and ask her; take notes!)**

**You have a total of \_\_\_\_ out of 6, which means you will make a great Consultant! Now let me share some additional facts with you and answer any questions you may have. (If she has 1 or 2 qualities: Even though you have \_\_\_\_ out of 6 and you may be thinking this isn't for you, may I keep sharing a little more information with you?)**

## Here are the Top Six Reasons most people have for starting a Mary Kay business:

- 1. Money: A skin care party** ranges from 3-6 people with an average of 4 attending. Most people will buy the Basic Skin Care Set because that's what we specialize in. We retain a large % of our Customers and we book future parties at the ones we are holding; therefore we don't have to spend a lot of time looking for new Customers! The great thing about Mary Kay is we make **initial** sales and then we keep getting **reorder** sales from our Customers. **\*\* We also can hold an appointment with just 1 or 2 people;** we can offer a Gift Service to our Customers; and we can offer Personalized Appointments for Brides, Proms, or other special occasions. **\*\*Another way you can earn money in Mary Kay is through team building.** When you bring someone on to YOUR team and she's selling her products to HER customers and placing product orders with the company, you get paid a team builder's commission by the COMPANY from the company's profits. **Mary Kay pays me to help my team members to be successful!** We're not a Multi-Level company! We are a Dual Marketing or Direct Sales company! We buy the product DIRECTLY from Mary Kay for \$1 and sell it to our customers for \$2. That's a 50% profit!
- 2. Recognition:** When was the last time your company – or your family – recognized you for a job well done? We praise people to success in Mary Kay; we don't criticize. Because Constructive Criticism is still Criticism! Just for doing our jobs, we can earn what I call "Cinderella Style" rewards.
- 3. Personal Growth:** If you had 10 times more confidence, what would your life look like right now? The more confident we are, the more and greater things we can do and pass on to others.
- 4. Use of a Career Car:** As an Independent Beauty Consultant you can choose to build a team and earn the use of a Career Car with taxes, license, and a portion of your insurance paid by the Company! What would extra money mean for your family? Of course if you didn't **need** the car, you could take the monthly cash option.
- 5. Tax Advantages:** Talking about taxes is not fun for most people but in Mary Kay we get excited about all the tax breaks we have available to us because we are running a home-based business!
- 6. Be Your Own Boss:** You can design your own life and make your own schedule. We don't have any quotas or territories. The **ONLY** thing we **HAVE** to do is order \$225 from the Company (all at one time) once every 12 months. You can sell products or team build anywhere in the US. Flexibility usually comes with less pay and more pay usually equals less flexibility. Can you imagine having **BOTH**? I love the **CULTURE** of Mary Kay – the energy, the joy, and the relationships. Yes, we **work** but our work is **FUN**! Everyone is pulling each up. Mary Kay is a sisterhood!

**Let's say hypothetically you were to become a Consultant right now. You have the option of holding your appointments in person or virtually.** Considering your current schedule, family life and other activities – knowing a skin care party will take you approximately 60 minutes to 90 minutes - and you can do them in person OR virtually in a private Facebook group or on a Zoom – how many do you feel you could comfortably hold in a week?

**WHAT QUESTIONS DO YOU HAVE? ABOUT HOW THE MONEY IS MADE, OR HOW IT WOULD FIT INTO YOUR LIFE RIGHT NOW...**

**Will I get the pleasure of working with you?**

**If YES - Great! Let's get you started with your Beauty Consultant Agreement (use your phone / iPad to submit on In Touch) or get her email address & phone number so you can send her the online link.**

**If she has to think about it – Let's look at a time for me to call you and get your answer either tomorrow or the next day. Which is better for you? (get a time and write it down or put in your phone calendar)**

**If it's a NO – Do you mind telling me what drew you to that decision? (Is it an objection you can overcome?) Ex. Time: If I could show you how you would only need 1 or 2 hours a week, would you be willing to give it a try? Ex. Just don't know who I would sell to: If I could show you how to meet people and build a customer base, would you be willing to give it a try?**

**If she's still saying NO (2 or 3 objection), it is probably fear. Just politely thank her and ask her to be a talent scout for you. And that you will value her as a VIP Preferred Customer!**