

GREAT GUEST FOLLOW UP

After being at a Mary Kay Event, a guest usually leaves having seen something that piqued her interest in our career opportunity. Timely follow-up is imperative! There is a definite “cooling off period” after a couple of days.

Your director may follow up for you – but she may be traveling or too busy to get back to her right away. It is up to **you** to check in with her in the next 24-48 hour! Beyond that, there is time for fear to set in, or let someone else “rain on her parade” and discourage her from starting. How often have we heard a prospective recruit say, “Yes, I was very excited and thought about it the next day, but when I really took the time to think about it, I realized that ...(insert your favorite objection.)

Here’s what to say when you call them...

1. “Jane, I wanted to call and thank you for coming with me Monday night. I really appreciated your taking time out of your schedule. It meant the world to me!
2. Can I ask you a couple of quick questions? We like to get our guest’s feedback on our events. We are always striving to make them better! First, what did you like best about the event? (listen & respond) Okay, next...If you had been in charge of the event, is there anything you would change about the way it was ran? Pause, I really appreciate that! You know it’s been ____ months/years since I’ve been a guest. I forget what it’s like to see our meetings through your eyes!
3. “Well, last but not least, Jane, I’m dying to ask you this... Did you find yourself thinking about Mary Kay the next day? *Whether she says yes or no, go to number 4.* (If she says no, say “Really?” like you are very surprised) then go to #4
4. “Is Mary Kay something you would consider doing yourself?” If she says yes, say “Great!...your first step would be to order your Starter Kit and attend your orientation class which is coming up on (date) (whatever day your director is holding it next). STOP HERE...let her talk next!! She’ll either say Okay!! (then you set up a time in the next few hours to pick up her agreement...get it ASAP before someone else says something to rain on your parade!) Or, she’ll give you an objection. Try to overcome it.

If you can’t overcome her objection-leave her with the next step. She will need to be layered. Tell her your director might be calling her to follow up too. And/or invite her to the next event, give her a video or audio tape. At least you know what it is that’s holding her back and your director will be ready to overcome it when she follows up.

You’ll want to call your director RIGHT AWAY and report your “findings” to her so she’ll be prepared when she talks to her.

If you tell she’s a very firm no, say: “Well, MK isn’t for everybody...and I want you to know that I appreciate your honesty. But, maybe now that you know a little more about Mary Kay, you can be a “talent scout” for me. You are such a neat person, I’ll bet you know a lot of great women. Can you think of anyone that you do know that might enjoy hearing about this opportunity? PAUSE...Well, keep your eyes and ears open for me, because if you refer someone to me who does become a consultant, I’ll have a really nice gift for you. I want to thank you for helping me with this, and I want you to know that I look forward to taking good care of you as my client, okay?....

If you feel she’s a potential in the future, leave the door open by saying: “Jane, would it be okay if I check back with you in the future to see if your situation has changed?”