

## **RECRUIT: Scripts-Dir Kathryn Engstrom**

Learn the scripts - print and tape to your mirror!!! Know what to say then recruiting becomes a simple conversation of helping her see how MK fits into her life to fit her goals! Belief in YOU, Julie

Here is something I found in my archives...thanks Kathryn Engstrom for passing on. Says it's from #2 in Pearl Seminar

### **SCHEDULE practice interviews:**

"Hi Sue, this is Kathryn, I am really excited about something, do you have just a quick minute? Great, I am up for a big promotion with my MK business (they usually say, oh that's wonderful..you say). "Well I'm really excited about something and how I move up the career path is based upon the number of women that I share information with about the career opportunity and I'd love to get your honest opinion. When I stop over to do your reorder/your facial/or could I come by (depending on each person). I'd love to take about 20 or 30 minutes and get your honest opinion about what I do; it may or may not be for you, that's ok, but I would love to get your honest opinion and it will help me with my big promotion." When you are excited about your career, you will have a big smile on your face, you will excited enthusiastic and you will be contagious.

**ANOTHER GREAT SCRIPT**  
As a DIQ-to-be or if your goal is Red Jacket or a free car...you must do interviews!! Setting up interviews is a skill like booking. You don't sell the products while you set the appointment...you just ask them to try the products. **The deal is, use a script and MAKE things happen.**

**Set Up an Interview**  
This is ----- with Mary Kay Cosmetics. Do you have a minute? I am so excited! I have chosen to move into a mid-management position with our company. Part of my training is to share the Mary Kay marketing plan with five sharp women like yourself. I don't know if this is anything you have ever considered before, but I think you'd be great because (give her a sincere compliment-knows so many people, wears her makeup so well...). Could we meet for a cup of coffee and let me share some facts about how I think Mary Kay could fit into your busy schedule so you could make an extra \$100-\$500 a week? If you decide after hearing the facts that MK is not for you now, then you can be my headhunter to find other sharp women like yourself. You'll get \$50 in free products if they sign up and become qualified. When is good time for us to meet...how about during your lunch hour?

### **WHY RECRUIT?**

This is the miracle, magical, mountain moving march. Many of you will be in your red jackets, 8 for future director, finishing car, finishing vision quest directorship. This is the month, many women will join. It's time to add people to your team.

The main reason is for Mary Kay. She started this company for women, to give women an unlimited money making, flexible, correct priorities, personal growth, Cinderella prizes, free cars, free world class trips, an incredible life style for women. So the main reason is to keep Mary Kay's legacy alive and share the wealth to all the stressed out women and mothers trying to do it all, be it all, waiting for their break that may not happen.

**Recruiting Process:** Skin Care Class, guest/model to success events, one on one

interviews, audio tapes, choices, something more, the awesome new Consider the possibilities video , using the PMS, popcorn movie and soda with questionnaire and recruiting literature in the bag. If you don't want to do the popcorn and soda, just give the tape and literature. It's only 15 minutes, when you drop by their order, at the class, watch it with them.

**I caution you to not use the tapes as crutches.** They are either used to create/ spark interest or used to give more information, more layering for a 'yes' answer. You don't need to use all 4 on every person. Understand the 4 different personality styles: D & I's make quicker decisions, they may need only 1 layering. The skin care class or the applause magazine. S and C's may need more information, more layering, they may need a class, a tape, an interview.

The most important thing to do is gather information. Find out what her **needs, values wants** are and fit MK around their life. You do this by **asking questions**, you can ask these questions formally at a one on one interview, or in casual conversation at the class, on the way to your success meeting, on the way home from your success meeting. Like:

What do you like most about your current job life?

What do you like least about your current job/life?

Where do you see yourself in 5 years?

**What do you need most in your life right now?**

**What do you value most in your life right now?**

If you could describe the perfect opportunity, what would it have?

You need to know what she wants/needs/ and wrap the MK opportunity around their life and desires.

**If she just listened to a tape, watched a tape was a guest at a function, you ask, "What surprised you, intrigued you the most about what you heard from the tape, saw in the tape, felt tonight?"** Her answer is another hot button for her. Learn how to **listen and respond**, "yes, everybody was so friendly and cared about each other, would you like to have positive caring women that support you?"

Or "Yes, you really can make that kind of money, would extra money be helpful to you?"

Listen to what she says, **affirm** that she can have it to in MK, depending on where you are, **ask the closing question, "doesn't it make sense to fill your paperwork out so we can start your training on Monday?"** She will either say yes or have an objection. Use the feel felt found. I understand how you feel, I felt the same way, but what I found was, you can start to fit mk into your life gradually by\_\_\_\_\_.

**1, Go thru your customer base. If you have never talked to them before, now is the time.** Use a script, there are many that say the same thing. Pick one, that is professional and use it.. For example,

Hi Susie, this is ----- with Mary Kay Cosmetics. Do you have a minute? I am so excited! I have chosen to move into a mid-management position with our company. Part of my training is to share the Mary Kay marketing plan with five sharp women like yourself. I don't know if this is anything you have ever considered before, but I think you'd be great because (give her a sincere compliment-knows so many people, wears her makeup so well...). Could we meet for a cup of coffee and let me share some facts about how I think Mary Kay could fit into your busy schedule so you could make an extra \$100-\$500 a week? If you decide after hearing the facts that MK is not for you now, then you can be my headhunter to find other sharp women like yourself. You'll get \$50 in free products if they sign up and become qualified. When is good time for us to meet...how about during your lunch hour?"

**If you have already talked to them before add to your script, "I know it's been 1 month, 5 months. 2 years since we talked, but I just had to share this new information with you."**

Let's say it's been 6 months, 1 or 2 years since you talked to her and she still says, no, not for me, I'm so busy, don't have child care....basically the same reasons she said before. Depending on the person, and your relationship with her, you may want to say, softly, with **lots of love and care**. "You know Susie, a year ago you were saying the same thing, no time, too busy, you need more money. It's been a year, please don't take this wrong, but nothing has changed in a year has it". She says no, "You say softly, do you really think in the next year if you are still doing the same thing, things will change?" She says no," you say, it's probably true, you are such a hard worker, and if we don't make a small change, you probably will be in the same situation next year. But if we try MK, it could lead to what you **need more money** and what you **value, more time with your children**, doesn't that make sense?" She says yes, when she says yes, "you say, then let's go ahead and fill the paperwork out so we can start your training on Monday". If she says yes, but..... that will be another objection, work her through, I know how you feel, I felt the same way, what I found was, or many people in our unit felt the same way as you, what they found was.....

If they are not going to sign up, make sure you say:

"Thank you again for your time, you are saying that it's not be for you right now, **but if you ever decide in the future, 1 year, 1 month, 1 week from now, or whether you are in this city, or move, please call me, I would love to have you on my team.** You are so sharp, I am moving up, so who do you know that is sharp like yourself, if you do recommend someone that joins my winning team, I will give you \$50 worth of MK products. Thank you again,"