Thursday, May 22, 2014

TR041

Recruiting Strategy: Building Stronger Recruits



You've shared the career opportunity with a new team member who has met me, signed the agreement, ordered the starter kit and is on her way to unlimited career fulfillment.

But, in order to achieve her full potential, she still needs **YOU**! To ensure your new recruit gets off to the right start, and to help develop you into a strong leader, ask yourself these questions:

1. Did you make sure she had proper training **BEFORE** she held her first class?
2. Do you call her just to see how she's getting along to encourage and motivate her?
3. Do you display the Mary Kay image and enthusiasm by refusing to voice or listen to negativity?
4. Have you helped her analyze her sales and bookings?
5. Does she understand that she is in business for herself and **must book her own classes** and **sell her own products**?
6. Are you available to answer questions or do you just refer her to me or the Consultant Guide?
7. Are you setting the example for her to follow in all phases of the business?
8. Have you offered to help her get her first recruit?
9. Do you keep her informed of unit meetings, training classes, workshops, etc. and do you accompany her to these functions when possible?

If you answered **NO** to any of these questions, start today on working on ways to answer **YES**! Your role in the training and growth of team members is important!

TR042

7-Step Recruiting Plan



How many times have you "just known" that you had a recruit, but she says no? Here are 7 suggested recruiting steps for improving your chances of having a prospective recruit say yes!

1. **Introduction to the product**. Your customer's view of your career is vital to your recruiting success. The skin care class should be professional, yet relaxed; thorough yet brief; educational yet fun. If you hold classes every week you build the self-confidence needed to create a "recruiting class!"
2. **Satisfaction with the product**. Hold review facials to achieve 3 goals: customer satisfaction with the product, customer satisfaction with you and recommendation of the product to others.
3. **Curiosity about the Company**. Give your customer recruiting literature. It may invite questions about what kind of company Mary Kay Cosmetics is. Be prepared to answer any question raised.
4. **Knowledge about the Company**. Give customers reliable information about Mary Kay. Take her to unit meetings and other functions. Learn the marketing plan so you can explain it to her.
5. **Desire to fill a personal need**. Unless your customer wants to make a change, she won't feel any urgency. Keep in mind this can change at any time. Dealing respectfully with a customer who first says no, leaves the door open for you to contact her again to see if her situation has changed.
6. **Excitement about the opportunity**. If she sees that you are excited about your career, she is far more likely to say yes.
7. **Decision with motivation to do it now**. Once you have taken a potential recruit through the previous six steps - whether it has taken one hour or one year - ask her to make a decision now. Don't lose the momentum you've built.

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TR043

Great Ideas

To help you become and STAY successful!

1. You must have the "**have to**" to have the "want to."
2. **Don't waste time** analyzing what needs to be done -- just do it!
3. Determine how many skin care classes, facials, new team members, etc. it will take to reach **YOUR goal** and get to work!
4. Keep the people around you **involved**; let your family, customers, team members and neighbors know your goals.
5. Always remember that a bad day in Mary Kay is better than working for someone else **any day!**
6. **Continually** meet new people so you can build your customer base and team.
7. **Don't be afraid** to recruit your customers. Look at what the opportunity can do for them, not just what they can do for you as a customer.
8. **Pamper your customers** with special notes like "thank you for making my business possible." Make them feel special by wrapping their purchase (no matter how large or small) in tissue tied with a bow. Remember, presentation counts.

TR044

Time Management



By Senior NSD
Nan Stroud

Learning to manage your time is one of the keys to success. Here's some strategies to keep you on track!

- **Define Your Priorities**: Work, family, church and social activities; you can create the balance you want in your life if you define your priorities and manage expectations.
- **Value Your Time**: Mary Kay often said, "Don't waste dollar time on penny jobs." Pay your kids to help around the house or hire a housekeeper, if possible. At one point, Nan hired a teenager to help with her Mary Kay business. She helped her get ready for classes, unpacked inventory, bagged reorders and did filing. So when Nan's family came home, she had time to spend with them!
- **Manage your time**: Big blocks of time are a luxury these days, so Nan encourages women to take advantage of those spare moments she calls "time cracks." If you finish washing the dishes and have some spare time, call 3 customers or file some profiles. Also, a little advanced planning can save time. When delivering orders, focus on just one area of town instead of running all over the place.
- **Take advantage of the technology**: Placing orders online and having a personal website so customers can buy online saves time.

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TR045



Create Your Own Mini Pedicure Kit!

Did you know that with a few samples and a small vinyl bag, you can create your own mini-pedicure set to give as a booking incentive or hostess gift? You can make about 4 which will cost you about **$1.50 each**.

Here's how:

1. Fill a vinyl bag with one sampler each of **Cleansing Gel**, **Buffing Cream** and **Lotion**.
2. Drop in the **3-Step Mini Pedicure** insert (to the right) with your address label and snap closed
3. **Take** several kits with you to classes and display them next to your facial or party.
4. Offer to anyone who **books a party**



The 3-Step Mini-Pedicure

Step 1: Cleanse
In warm water made sudsy with Cleaning Gel, soak feet for at least 5 minutes. Dry thoroughly.

Step 2: Buff
Gently remove dead surface cells on ankles and feet with Buffing Cream. Rinse thoroughly.

Step 3: Massage
Massage in Lotion to leave skin feeling soft, smooth, and refreshed!

TR046



Have a Phone-a-thon for Bookings and Sales

To contact customers and spread the good news about glamour, try this idea:

Make up a flier or postcard announcing your "**Glamour Phone-a-Thon**" for 1 day only! On the flier, include your **name**, **phone number**, the **date** of your phone-a-thon (usually about 4 or 5 days from when you mail or post the flier) and the **times**.

Announce that the **first 5** women who call to book a glamour party or place an order by 5 p.m. will receive the largest discount (**20%** for example) off their product order. Then give the next **10** callers the second largest discount (perhaps **15%**) and so on. If you don't want to offer discounts, offer a **Satin Hands Sampler** or other fun **PCP gift** to the first 5 callers! Whatever you decide, make sure the first callers get the best discount or special gift!

This is an incredible customer contact, booking and sales tool for you! Think of the profit you can have before noon that day! It's fun, it offers special prices and it's easy for people to call you! I also suggest you number the sales tickets before your phone-a-thon begins to keep track of who gets which discount. Mail fliers to everyone you can think of!

Make sure to try to turn each sale into a facial or party. Tell the customers who were NOT the early callers that they can still get a great gift for booking a facial or a party. Then **MAKE SURE** to deliver the order promptly!

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TR047

How Recruiting Moves You UP!



You are definitely on the move when you make recruiting a consistent part of your daily business. Here's what recruiting does:

1. **Increased earning potential**. As a successful recruiter, you receive a personal recruit commission based on your personal wholesale purchases and the number of active recruits.
2. **Career advancement**. As you build up your team and help each one develop ***her*** business, you advance to the next level and you're on your way to directorship!
3. **Heightened Company recognition**. Because your successful recruiting efforts open avenues for advancement, you're more likely to receive the recognition reserved for Mary Kay achievers: in your weekly meeting, at events like Career Conference and at Seminar where recognition is a visible activity!
4. **A higher level of enthusiasm**. Recruiting keeps your spirits high. And an enthusiastic consultant is always a successful consultant!
5. **A strong skin care business**. Since your best opportunities to recruit originate at your skin care classes, active recruiting actually reinforces the lifeline of your business -- the skin care class.

TR048

Rack up COOL Profits With a . . .



You've heard of **Open Houses**, but have you considered having a **Winter Sale**? Your customers may get into a buying frame of mind just by changing the terminology! When people think of a winter sale, they will good deals and buying! This winter, hold a profitable sales event that your customers will look forward to every year!

1. **Send each customer an invitation**. Reserve time for each customer and offer a special incentive for attending. Let her know this would be a good time to stock up on beautiful holiday gifts.
2. **Call each basic customer who did not come**. Remember, the event isn't over until you've spoken to **each** customer. Provide her the same incentive if she calls her order in on a future, specific date.
3. **Two weeks after** your first Winter Sale, send out another postcard to everyone who you didn't reach the first time. Hold the second one **ONLY** for 1 afternoon and offer the same special incentive. You may experience as many or more sales the second time than you did during the first!

Remember, the idea is to give **EACH** customer an opportunity to purchase their holiday gift items **FROM YOU**!

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TR049
Overcoming Price Objection$



For many people, the holiday season is a time of limited budgets and almost unlimited expenses. Still, it is a season of giving and the best gift you can give our customer is confidence that she is buying a quality gift the recipient will love. You may have to help her overcome any buying objections she may have, and to do this, why not apply this approach?

- **Listen carefully to hear the real objection or problem**. She may not be saying "no", just asking for more information
- **Acknowledge**. Repeat back what you heard her say.
- **Empathize using the feel, felt, found method**. Say, "I know how you feel, I felt the same way AND, I found that ... ."
- **Overcome it**. Let your customer know that, in addition to good value at a good price, you can provide customer service she may not find elsewhere. Also let her know about services you provide, like gift wrapping and delivery.
- **Offer a choice**. In addition to earning hostess points toward her purchases, let her know you accept credit cards or suggest other gift items that may be closer to her price range.
- **Be silent**. Wait for her response. If her answer is no, give her a brochure with your contact information and let her know you're available for any last-minute gift needs.

Always keep in mind that even if you don't overcome her objections to buying today, your gracious understanding and sincere interest may lead to a booking, sale or a new recruit!

TR050

How to Get Appointments on Your Calendar in . . .



Don't let the retail holiday sales slump affect you! Carry your success into the new year with a datebook full of skin care classes and recruiting interviews you book throughout the holidays!

Classes are the basis of your business and it only makes sense to start the year with an emphasis on skin care. And what better time to book classes than during the holidays when you have constant customer contact.

When you speak with customers at holiday events, emphasize the importance of good skin care through the harsh winter months and offer to reprogram their skin care. In fact, let her know she can earn hostess points toward the purchase of Mary Kay skin care products when she invites 4 or 5 friends over to learn about skin care. Have your datebook handy and have her write in the class appointment on your January calendar. Then give her your business card with the date and time of the class on the back. She'll be thankful for the refresher course!

Another way to ensure a great start on the new year is to continue sharing the opportunity throughout the holidays. You may want to begin your recruiting plan of action like this:
"You know, Cindy, although this is such a busy time of year, it's also an exciting time. Have you ever considered adding even more excitement --and extra income --by doing what I do? I know you'd be great -- I've been watching you. You could start by selling our holiday gift items right now. Think of the extra income you could earn!

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TR051



dress for success

The way you dress affects both the way you act and the way people treat you. When you are dressed professionally, you feel more confident and you get better service! Whenever you attend a Mary Kay function, teaching a class or conducting a facial -- a skirt, dress or suit is the appropriate attire. Don't water down the importance of a professional appearance -- after all you are a Beauty Consultant!

When you bring guests to a unit meeting or other function, let her know other attendees will be wearing dresses or skirts so they will know what to expect.

Being appropriately dressed does not require spending a lot of money. The image you project and the appropriateness of what you're wearing are what matters. For casual events, dress to the occasion but always look sharp!

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TR053

Time to Build Your Team

A skin care class is the prefect time to discuss the opportunity. Remember, if someone had not offered you the opportunity, you would not be doing what you love, so share it!

Here are some suggestions on team building:



- You will find new team members at your **skin care classes**. You should hold a minimum of 3 classes a week -- 5 if you are aggressively trying to build
- **Always smile**! A smile in your voice and on your lips will attract people
- Always **offer the opportunity**. Don't just think about it, take action.

Say something like this during your opening:
"Watch me today and see if you think you could do what I'm doing. I want to share with you not only the wonderful products of Mary Kay, but also the idea that this opportunity could be for you!"

Say something like this during your closing:
"I appreciate your time today, having fun with your hostess trying these fabulous products. In addition to thinking about what items you'll purchase today, I want you to also consider an invitation to ask me any questions you may have about how to become a Beauty Consultant with Mary Kay!"

Then finally, and this is very important. Make sure to put a brochure about the opportunity in **EVERY** product order.

Have a plan to achieve your team-building goals. If your goal is to have 5 new team members in a month -- do you have a minimum of 7 classes booked? Do you select at least 2 people at each class and follow-up within 24 hours? Plan to build!

TR054

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How to get 20/20 Vision

To increase your financial rewards and build your team, set you sights on making
20/20 Club Membership a
Way of Life!

Holding 20 classes a month can not only bring you financial rewards, but it can also lead to more **classes**, more **sales** and more **opportunity** to add new team members in the months ahead!

- Decide which days during the month to hold the classes
- Make a list of all prospective hostesses. Include former hostesses, people who couldn't afford the entire basic set, customers who need a makeover, etc.
- Start you calls with something like:

Kay, this is Pam with Mary Kay. I am so excited! I have made a commitment to hold 20 classes this month, and I am calling to offer you a new look for the new year (holiday, summer, etc.) By helping during this special contest and by sharing your makeover time with at least 2 others, you can receive a special gift from me. Is there any reason why you wouldn't want to take advantage of this?

- Set a date and time
- Coach your hostess; give her samplers and brochures for outside orders
- Prepare your family because you will be busy! (Cook and freeze meals, schedule babysitters and delegate)
- Divide 2 Saturdays into 3 time slots
- You might want to hold 2 classes simultaneously in your home. Have 2 hostesses with 2 or more friend each.

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TR055

WINTER Skin Care

With colder weather approaching, now's the time to talk with your customers about reprogramming their skin care regimen.

In the winter, depending on where you live, you'll probably experience a drop in temperature. But equally important is the change in the relative humidity. The drop in relative humidity, coupled with central heating, can cause havoc to skin, so suggest to your customers that they add extra moisturizing products.



Velocity girls will usually see dryness and flakiness this time of year on their legs and hands. So body care products are perfect for this situation. The key is to find out if your younger customer would like a lightly fragranced product like the 2-In-1 Body Wash & Shave.



For your more **mature customers**, they'll see dryness on their faces, and they could benefit from adding a night time moisturizer like Advanced Moisture Renewal Treatment Cream, the Extra Emollient Night Cream or the Intense Moisturizing Cream.



Also something to think about: people with drier skin should also cleanse less frequently and less aggressively than they would normally. In fact, people who suffer from very dry skin should only bathe every other day, and use a gentle cleansing **product — like** any of the body washes. Body washes won't strip the skin of essential oils like soap can.

TR056

Makeup Tips for Mature Skin

When your customers reach a certain age, the makeup rules change. Here are some tips on what works best on mature skin:



- **Too much foundation accentuates creases**. Suggest your customers apply it with a sponge for a sheer effect. Likewise, if your customer has been using the same foundation shade for some time, help them re-evaluate their choice of shades. Their skin tones may have changed over the years.
- **Camouflage** under eye circles and age spots with concealer and use highlighter to bring out the areas they want to emphasize.
- Suggest these customers **blend color well** to avoid it settling in creases.
- **Cheek color** should be softer for a more natural effect.
- When it comes to **eyes**, less is more past a certain age. Use neutral eye colors. Iridescent eye shadows tend to draw attention to crepiness in the eye area. And remember, glasses tend to magnify!
- Use one or two light coats of **mascara** for a more youthful appearance.
- It's important to **line lips** to prevent color from bleeding into the tiny creases around the mouth
- Use medium-bright **lip colors** in red, pink rose and coral. Very pale lip shades tend to look washed out on mature faces, while darker shades tend to look heavy. Of course, this all depends on skin tone.

As a consultant, you need to be aware of the techniques that help mature customers continue to look their best. Make sure to keep this article for future use.

Why not offer a "mature woman" class only! This way you can put these techniques into practice and increase sales at the same time!

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TR057

Makeup Tips for *Younger* Skin



Unlike mature skin, your younger customers are looking for make up options that are fresh, clean and that require minimal effort and time.

With their busy schedule, they want to know they can look great without a whole lot of fuss.

- Suggest the Mineral Power Foundation for these customers.



- For those with oily skin, you might suggest Medium Coverage Foundation. They'll want to use a light dusting of Loose Powder for a more natural, less "made-up" look.

- Lipsticks topped with a light touch of Lip Gloss are perfect for this age group.



- The eyes have it! You'll want to suggest something fun and creative. And remember, iridescent shades are all the rage!

- For cheeks, remember less is more to this age group. Suggest something light yet flattering to her skin tone. Those in their 20s may prefer something bolder.



- Also for fairer skinned customer, suggest Sunless Tanning Lotion. They'll love this easy and safe way to have a golden tan all summer long!

TR058

Top 10 Ways to Build Your Team!

If you want to build a team, these 10 ways will help you achieve that goal! Recruiting is easier when you put yourself in a position to take advantage of the opportunity! Try a few of these ideas each week until they become a part of your recruiting routine!

1. Give each hostess a copy of the latest **recruiting DVD**
2. Hand out your **business cards** to 10 people a day
3. Take **2 guests** to every unit meeting/event
4. Set your goal to add at least **1 person** to your team a month. You have to set the goal to reach the goal!
5. Make sure to put a copy of a **career brochure** in every product order at the skin care party.
6. Use your **Recruiting Notebook** at every interview
7. Always let prospective team members know about the new Consultant **Ready, Set Sell Brochure** and the reward bonus she could receive with her initial order
8. **Join a group** where you can build relationships with women (PTA, garden club, etc.)
9. Follow the **4-point recruiting plan**. Always pick one "star" from each skin care class and offer her the opportunity.
10. Remember to always share Mary Kay's dream

Remember, if you will always look for the opportunity to share the opportunity, your goal of building a team will become a reality!!

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TR059

The Perfect Present

Customization and personalization are the cornerstones of any successful gift service. Research shows that women regard gift selection as being highly important and personal, much like they regard the selection of their cosmetic products.



Help your customer give a gift that reflects well upon her; that the recipient will realize that care and thought went into the selection of that gift. Get to know your customer and ask questions about the gift's recipient. Working together, using your creativity and wonderful suggestions, you can create a meaningful present.

For example, if the recipient of the gift has small children and is running around after them all day long, you could suggest a gift basket that includes something soothing for her body and mind! That gift, along with a note that says:.



'*I give you this gift because I care about you and know that you deserve some time to yourself*,'

would mean so much because it shows you know her and her special circumstances.

The result is that you've made your customer the star -- a hero. And in the end, you become your customer's hero, too.

One final note of advice: Gift customization takes more thought up front, but the rewards will be a whole lot more!

TR060



Have KNOCK-OUT Class Sales by Building on the Basics!

Make the most of these tips to have great sales this Holiday Season!

Close the Sale

Prepackage products for each guest according to the information gathered when you preprofiled them. If the customer has to make too many decisions, she may become overwhelmed and might not buy anything!

Thank-You Calls

Follow up with each guest within 2 days. Start with the guests who didn't purchase anything at the class. Often you can pick up more sales through the follow-up call because she just may have needed time to think about the products.

Sell More Fragrance

If you can, have a full-size bottle of each fragrance available at the class. Some people buy fragrance based upon the look of the bottle! Let each guest try one and then offer samples of the other fragrances for them to take home. When you call to follow-up, ask if they had a chance to try it!

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