

Recruiting Interview Script

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1. Supplies to have ready.
 - a. Goodie Bag or Box
 - b. Career Questions flyer
 - c. Starter Kit flyer
 - d. Hostess Flyer
 - e. Look Book
 - f. Applause magazine
2. Goodie Bag or Box ready.
 - a. Start Something Beautiful magazine, copy of your newsletter, Mary Kay pin, a few Look books, a few profile cards, Pearls of Sharing flyer, Perfect Start flyer and tracking sheet
 - b. Tap on the package and say, "This is for you to take home. I've got some things in here you're going to need right off the bat, because I know how excited you'll be to get started!" (You assume she will be joining you and she can take it home, if she joins today. She'll be curious what's in it!)
3. Get her contact info. Write it down so you have it for future use.
 - a. Name and address
 - b. Cell phone and/or home phone. Which does she prefer you use? Can you text her?
 - c. Work phone. Are you ever able to call her there?
 - d. E-mail address. Does she check it often? Is it her personal or a family email?
 - e. Best time to normally reach her?
4. Hand her the Career Questions.
 - a. "Here's a paper for you to keep. Feel free to make all sorts of notes on it. It has the seven things that we're going to cover in our visit. And I've found these to be the most common questions people have. We'll also have time to answer any additional questions you may think of or already have on your mind."
 - b. Read the questions out loud to her as she follows along.
 - c. "That's what we're going to cover. Other than these areas, do you have any burning questions?"
 - d. As we go along, if you think of something, jot it down in number one, ok?"
5. Build rapport. (Get to know her and let her feel that you care about her needs.)
 - a. "What has been your experience with Mary Kay products?"
 - b. "Tell me a little about yourself.
 - c. "Tell me about your family.
 - d. "If you could change any one thing in your life right now, what would it be?"
 - e. "OK, tell me about what you've done in the past?"

- f. "What was your favorite part about your jobs?"
 - g. "I'd like to tell you why I'm building my business." (Tell her your goal. Women want to be a part of a winning team.)
6. Discuss the benefits. (Finding her heart tug.)
- a. "Have you ever heard how we make our money? Tell me what you've heard." (Just make note of these. Don't discuss them right now. You want to know if she is mistaken on anything.)
 - b. "I'm sure you know a lot of other good things about Mary Kay, but may I tell you a few more benefits that you may not be aware of?"
 - i. "You can make great extra money.
 - ii. "There are fabulous tax benefits for having a home-based business.
 - iii. "Being a Mary Kay consultant is tons of fun.
 - iv. "You'll make great new friends that you'll have for life.
 - v. "You get great recognition for a job well done in the form of prizes, ribbons, and even just words of praise. You can also be featured in our newsletter with your name and picture.
 - vi. "You have the opportunity to travel, if you choose. Not only can you earn trips, but you can also travel to Dallas, TX, to our yearly Seminar.
 - vii. "You can earn great prizes—such as diamond rings and other jewelry, gifts for your home, trips, office equipment, and even free cars! The first car you can earn is a Chevy Malibu, and you can earn that in your first few months by working your business consistently. If you already have a special car that you love, you can take a monthly cash option instead of the car, if you choose.
 - viii. "You get to be your own boss.
 - ix. "You can purchase great products for yourself at half price.
 - x. "It's a flexible business. You work when you choose to, working around your family's schedule.
 - xi. "You have adult interaction.
 - xii. "You can rapidly advance in Mary Kay if you choose.
 - xiii. "Most importantly, you have an unlimited income potential.
 - c. "Which one of these advantages appeals to you most?"
 - d. "What's another benefit that you like?"
7. Discuss money.
- a. "We all love our careers in Mary Kay, but we don't volunteer to do it for free! So, would you like to know how we make our money? Use hostess flyer to explain money."
 - i. "The average Mary Kay party is approximately \$300. And that's with just 3-6 people having facials around a kitchen table.

How to Figure

\$135 Profit

\$300 party ÷ 50% =
\$150 your profit

\$100 Hostess Credit
÷ 50% WS cost =
\$50 cost for product.

She is paying \$35 of
the cost. That leaves
\$15 cost to you for
HC. ($\$50 - \$35 = \$15$)

\$150 profit - \$15
Hostess Credit cost =
\$135 profit on a
\$300 party.

- ii. "As you can see, based on a \$300 party, your hostess will get \$100 in products and pay only \$35 for them, plus she can get some half-priced products for bookings and outside orders.
- iii. "You will earn at least \$135 in profit for that \$300 party.
- iv. "Now, let's multiply that \$135 by six or eight parties a month. What can you earn by just going out six or eight times in a 30-day month, for just a couple hours each time? That would be \$800-\$1000 profit a month, or basically around \$60 per hour. Could you get excited about that?
- v. "We also can do individual or double facials with 1-2 people at a time. There is no hostess credit paid on a facial, so you get 50% of whatever you sell. An average facial is around \$75 per face. It takes about an hour, so your profit is approximately \$37.50 for the hour.
- vi. "Of course, your facial or party could be higher or lower. Those are just company averages.
- vii. "And, as you build your customers, you'll find a huge part of your income will come from reorders. Every night your customers will be washing your product down the drain, so they'll need more of the very same thing that you sold them.
- viii. "If you're interested in a full-time income, you can build a team and earn much, much more. It all depends on your commitment of time and energy. Mary Kay isn't a get-rich-quick scheme, but it does reward consistency.
- ix. "Do you have any questions over what we've covered so far?"

8. Discuss the business.

- a. "So, let's make sure you have business out there, ok?"
- b. "First of all, we are the best-selling brand of skin care and color cosmetics in the US. More women use our brand than any other.
- c. "So, we are going to show FRANK that you can build a business. Who's FRANK, you ask? He's just an acronym.
- d. "On the back of your paper write the letters F, R, A, N and K in a column. Now, beside the letter F, write friends.
 - i. "F is for Friends. You'll share these products with all of your friends.
 - ii. "R is for Relatives. Your relatives will be so excited to learn about your new business.
 - iii. "A is for Acquaintances—people you know through church, organizations that you're a member of, or other activities.
 - iv. "These are all people to share the products with and you'll find a lot of your first hostesses in these groups.

- v. “N is for Neighbors. You can have a neighborhood party and introduce all your neighbors to your business.
- vi. “K is for Kids—people you know through your kids’ activities or parents of your kids’ friends. They’ll be a great support to your business and some of your best customers.
- vii. “As you think about FRANK, can you already come up with a list of people? Why not take a minute and jot down a few names beside each of those letters.” (Give her time to do it.)
- viii. “So, you see, you already have business out there!”

9. Support.

- a. “Now, I want you to know that if you moved across the country tomorrow, Mary Kay would provide you with everything you need to run your business. We’ll support you all the way.
 - i. “First of all, as soon as you sign up, you’ll be able to log in to Intouch on the internet. This is the website from the company that has all of your training, where you’ll learn about the products, where you’ll find information about new products and contests that you can participate in, where you’ll place your product orders to the company, and where you’ll log your sales. It’s a one-stop shop for your business.
 - ii. “In addition, we have a unit training website, where our director stores documents that we’ll teach you to use and you can go get them any time you need another copy.
 - iii. “You can be on our unit’s e-mail list where our director sends out announcements and new ideas, keeping you always in touch through e-mail.
 - iv. “Our unit also has a Facebook group, so if you’re on Facebook, you can get announcements, training, and special promotions right in your newsfeed.
 - v. “My director and I are as close as the phone or a text message. In fact, we want you to call us several times a week for several weeks. That’s how you learn the business and feel comfortable with us and your business.
 - vi. One of the great ways to train is with Skype or Facetime. Do you use either right now?
 - vii. “We’d also like you to attend sales meetings in your area. Our director will help you find a meeting near you, and that’s a wonderful way to meet new friends and other consultants, where you share ideas and learn tips for your business.
 - viii. “You’re in business for yourself, but you’re never by yourself. We are here to support and help you every step of the way.”

10. Discuss the Starter Kit.

- a. Show her the Starter Kit flyer.
 - i. “Here’s our Starter Kit. This is what you get when you sign up.
 - ii. “In it, you have everything you need to get started holding facials and parties.
 - iii. “There is \$410 in actual retail product, which you’ll use to give facials.
 - iv. “Then you get an additional \$100 in supplies—trays and mirrors, paperwork, demos, and training materials.
 - v. “Can you believe you get over \$500 worth of supplies for only \$100?
 - vi. “OK...after hearing all that, what was NOT answered that you would need to know in order to make a decision about this for you?”

11. Close

- a. “You know, if you ordered the kit right now, it would be here in just a few days and you’d be able to get started right away.
- b. Share a reason why now would be good.
 - i. Our new fall and holiday catalog just came out.
 - ii. Our new products will be arriving next month.
 - iii. Holiday shopping is just around the corner and sales will be huge this year.
 - iv. The new spring colors will be out soon.
- c. “So, what do you think?”
 - i. Let her talk. If she says she’d like to do it, then immediately go to a computer, log in to Intouch, and fill out an agreement. (Found under the Business Tools link.)
 - ii. If she doesn’t say much, then say... “Is there any reason we couldn’t go ahead and fill out the agreement and get you started with your training? What would hold you back from filling out your agreement today?”
 - iii. Objections—Use feel, felt, found. I know how you feel, I felt that way too, but here’s what I found.
- d. If she says no, or “I’ll have to think about it.”
 - i. “Remember not to “think” too long! You’ll never know unless you try!”
 - ii. “Let’s try this: Make a Pro and Con List. List the worst thing that could possibly happen if you do this.” (Help her write them down.) “Now list all the good things that could be possible if you did do this.” (Help her create this longer list.)
 - iii. Sleep Test: “If you go home tonight and don’t give this information another thought, then it’s probably not for you. However, if you go

home and can't sleep, you toss and turn, keep thinking, "Should I or shouldn't I?" then you should definitely go for it!"

- e. "Mary Kay always told us, 'A woman can make an intelligent decision within 24 to 48 hours.' I'll call you tomorrow to answer any questions that you will probably have. When I call for your decision, you can tell me one of two things...
 - i. "It sounds good, but I'm not interested."
 - ii. "OR, I'm scared, but what's the next step?"
 - iii. "Does that sound fair?"
- f. "When would be the best time to contact you within the next 24-48 hours to get your decision?"