

Interview Guide

Date _____ Consultant _____
 Prospect Name _____
 Address _____ City _____ St _____
 Daytime # _____ Evening # _____
 Email Address _____

use the product	yes	no
hostess for a party	yes	no
literature	yes	no
choices CD	yes	no
guest at event	yes	no

STEP 1: Our Agenda & You

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. I'll tell you a little about me and my Mary Kay journey.
3. I'll share some facts about our career
4. I'll answer any questions you may have.
5. Once we've done the first 4, I'll ask if you would like to work with me.

Tell me about yourself (family, job, education, hobbies, etc):

What do you like best about what you do?

What would you change, if anything?

What do you value or need most in your life right now?

Tell me about a time when you've been successful in life. What did you like most about that experience?

Let's fast-forward your life 5 years from now. What dream-come-true experience would you like to be living? Are you currently on-track to achieve that? Which do you need more of: time, \$, or both?

STEP 2: Me

Would you be open to hear how Mary Kay might be able to help you obtain that?
 Let me tell you a little about myself, and why I love what I do (2 minute I-Story).

STEP 3: The Facts

If I only had 5 minutes to share with you some facts with you about a Mary Kay career and how it could help you find the time/\$ you mentioned you are looking for, what would you want to know?

MARKETING PLAN POINTS

No Territories/No Quotas
 Golden Rule
 Flexibility/Be Your Own Boss
 Priorities: God, Family, Career
 Advance at your own pace
 90% Buy Back Guarantee
 Training Confidence & Self Esteem
 Income Potential
 Recognition & Prizes
 \$100 Gets You Started!
Which appeals to you the most?

QUALITIES WE LOOK FOR IN A TEAM MEMBER

1. Integrity
2. Work Ethic
 - *Willing to learn and grow
 - *Don't have to know much about skincare, glamour, running a business, or building a customer base, but must be teachable, coachable, trainable
3. Desires financial freedom
4. Decision maker

Which of these describe you?

STEP 4: Your ?'s

Hypothetically, if you were to consider doing this, knowing I would teach you the skills you need, what are your personal strengths that would allow you to succeed? _____
 With the proper training, do you feel that you could learn to do what I do? _____
 Do you have any other questions that I haven't answered?

STEP 5: The Close

Tell her story back to her - after say /ask - I would love to work with you, would you like to work with me?
 Overcome any objections