

# Listen for a Lipstick



Date: \_\_\_\_\_  
 Consultant/phone: \_\_\_\_\_  
 Prospect name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Best phone #: \_\_\_\_\_

Consultant notes:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you for listening today! You will receive a free lipstick or lip gloss for your time and feedback. I suggest you listen with an open heart because you just never know what might be an asset for you.

## 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 & my Mary Kay journey.
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.

D = Will talk about her job & accomplishments  
 I = Will talk about herself & what she likes  
 S = Will talk about her family & the work she does for family or church  
 C = Will ask you to clarify the question

1. Why don't you tell me about yourself? (family, job, education, hobbies, passions, etc.)
2. What do you like most about what you do?
3. If you could change one thing about your current situation, what would it be?
4. What do you need most in your life right now?
5. Where would you like to see yourself in 5—10 years?

(circle which one: D I S C)

## STEP 2: Me

Let me tell you a little about myself and why I love what I do (relate to her)

## STEP 3: The Facts

Tell me what you want to know about Mary Kay

### MARKETING PLAN POINTS

- No territories or quotas
- Company priorities: God first, family 2nd, career 3rd
- Provide a better way of life for your family, enjoy more time with family & friends
- Advance at your own pace & enjoy open ended advancement opportunities
- 90% buyback guarantee
- Confidence, self esteem & friendship
- Flexibility, be your own boss, achieve success as an independent business woman
- Earn recognition & prizes
- Receive access to education & business tools
- \$100 gets you started with the Starter Kit! It has over \$300 in retail products, step-by-step instructions & enough product to introduce 30 women to the beauty of Mary Kay!

WHICH APPEALS TO YOU  
THE MOST?

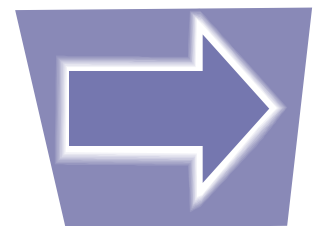
### INCOME POSSIBILITIES

- 50% gross commission on sales
- Facials (1-2 people) avg 1 hour & \$100 = \$50 profit
- Classes (3-6 people): avg 2 hours & \$200 = \$100 profit
- 2 classes/week = \$200 profit (4 hours)
- Monthly class profit = \$800 x 12 = \$9,600 per year
- Reorders avg \$300/customer/year; 100 customers x \$300 = \$150 profit = \$15,000 profit/year
- \$15,000 (reorders) + \$9,600 (classes) = \$24,600 profit/year
- Other sales: web page / on the go / silent hostesses
- Car program: car, 85% insurance, taxes, plates paid (or \$375/month cash compensation)
- Tax deductions: home office, supplies, car, equipment
- Leadership average \$50,000 commissions + sales + prizes

WHICH APPEALS TO YOU MOST?

### QUALITIES WE LOOK FOR IN A TEAM MEMBER

- Busy person
- Doesn't necessarily know a lot of people
- Is not the "sales type"
- Has "more month than money"
- Family oriented
- Decision maker



**STEP 4:**

Do you have any questions about what I've share with you today?

D: If you were to consider doing this, what are your personal strengths and why would you be good?  
 \_\_\_\_\_ What post management experience do you have? \_\_\_\_\_

I: Can you see yourself driving a pink car? How about influencing women? \_\_\_\_\_

S: Would you be able to work a proven system? Do you work consistently? \_\_\_\_\_

C: With the proper training, a step-by-step plan and answers to all your questions, do you feel you could learn to do what I/we do? \_\_\_\_\_

**STEP 5:**  
 The D-I-S-C  
 Close

Is there any reason why you wouldn't want to get started today, I/we would love to work with you!  
 Address objections with "I know how you feel, I felt the same way, and what I found is \_\_\_\_\_."

OBJECTION	RESPONSE
I don't have the time / I'm very busy	I felt that way too, but I've found that busy people are usually the most successful. They know how to prioritize. They may not have 10 hours, but they may have 10 minutes, three times a day!
I'm just not sure / It's not the right time	Successful women take advantage of opportunity. They know the only way to change their futures is t act in the present. There's never a "perfect" time to begin something new.
I can't afford it	If you've got too much month left at the end of your money, then what better way to earn some extra money? If costs only \$100 plus tax and shipping for the Starter Kit, and you can begin building your business right away!
I'm not the sales type	I never felt I was either, but I found this business is about building relationships, providing quality products and offering a valuable service.
I don't want to take time away from my family	I know how you feel. I found that Consultants are motivated by the needs of their families and see their families not as excuses, but as reasons to be successful.
What if I don't want to build a business around my friends and family?	Mary Kay Inc provides the education and tools you need so you can build a business with customers who want the products and personal service you have to offer.
I don't know anybody	The average person has 500 people in her circle of influence. Can you believe it?
I don't wear makeup	Mary Kay's passion is skin care!
I need to talk to my husband	Absolutely! And I'm sure you'll find that he trusts and supports you. Men know that if their women are happy—they're happy!
I'm too shy	Would it surprise you to know that some of our most successful Consultants were extremely shy when they started Mary Kay?!
I'm allergic to Mary Kay	What happened? What were you allergic to? When did this happen? Have you tried Mary Kay lately?
I know someone who did Mary Kay once and she didn't make any money / she failed, etc.	Would you agree with me that there is probably someone in every single occupation on earth that hasn't done well while others did? What makes you think you wouldn't do well?

- If she's not ready to order her kit today, tell her to take a night to sleep on it and that when you call her tomorrow to get her lipstick/gloss choice you can see where she's at with her decision.
- 24 hour follow up date & time: \_\_\_\_\_
- Date told the lipstick/lipstick choice: \_\_\_\_\_