

# After the Yes

## A guide New Recruiter Checklist to helping your new Team Member get off to a great start

By National Sales Director SuzAnne Brothers



What you say and do during the decision making process sets the stage for your new team member's business. Keep these points in mind when you are working with a new team member.

- This is about relationships. The stronger the relationship prior to the decision, the more trust exists during the initial phase of her career.
- New team members are easier to train initially because they have a clearer understanding of how they make money and what their job description really is.
- 3% of people are natural leaders. The other 97% can learn to be leaders. 97% of the people you recruit are waiting for you to give them the next step.
- Choosing not to give a new recruit direction lessens her chance for success.
- Your new team member looks to you for confidence. The more confidence you have in yourself, the more confidence you can give her. If you are not feeling confident in your ability, connect with your Director immediately and observe how she communicates and guides her so you can follow suit in the future.

### Communication tips:

- Win - win dialog. Offense / defense communication has a loser. Agree then work through any objection positively.
- Verbally paint pictures of where she is going and what she will be doing.
- Vision in your dialog gives her courage and confidence to make positive forward focused decisions (Look for examples today).
- Recruit women that have already been successful at something; running a successful home, a business, an office, a church group, 4-H, Girl Scouts, sports group, etc.
- Only recruit women that you would be proud to introduce to Mary Kay herself.
- Agree on three items with her:
  1. She will attend all meetings, since they are vital to her success.
  2. You will work with her as long as she is working and moving.
  3. She will call you back within 24 hours when you call her.

# **New Recruiter Checklist**

## **When you receive the check and the agreement**

By National Sales Director SuzAnne Brothers

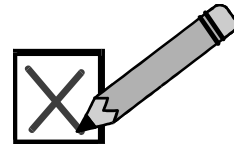


- \_\_\_\_\_ 1. Helping your new recruit get off to a great start is the best gift you can give. Believe in her. You are her biggest cheerleader. Your belief makes this seem possible.
- \_\_\_\_\_ 2. See her, in your mind, accomplishing big things with this business. That will give you vision and strength in your communication with her. Stepping into a Red jacket her first month is an example of this.
- \_\_\_\_\_ 3. Equip her to succeed from the moment she signs the agreement and pays for her starter kit. Provide her with her own 'On the Go' bag of your design.
- \_\_\_\_\_ 4. Carry an orientation packet with you to pick up her agreement. Go over it with her. Highlight the things that 'her personality' would most want to work on first. Find out if she can listen, within 24 - 48 hours, to her orientation tape. Let her know that once she has listened to the tape that she may have questions and that you will be checking back with her.
- \_\_\_\_\_ 5. Always talk in terms of 'what most people do.'
- \_\_\_\_\_ 6. Find out if she has a tape of CD player in her car. Problem solve how and when she will listen to her orientation tape. Leave nothing to chance.
- \_\_\_\_\_ 7. Give her the dates of all new Consultant training and success meetings for the month. Offer to go with her to the first training.
- \_\_\_\_\_ 8. Issue her a challenge to sell product the next day and pass out her first 'Choices' tape this week. Brainstorm with her who that might be. Suggest that the person who listens to the tape come with her to her first meeting and be the picture taker for her pinning ceremony.
- \_\_\_\_\_ 9. The contact list is the foremost important piece of paper in the orientation packet because it supports the inventory and business debut decision. Ask her to work on it tonight.

# **New Recruiter Checklist**

**The first 24 - 48 hours**

By National Sales Director SuzAnne Brothers



- \_\_\_ 1. Call your Director immediately with the following information: name, address, phone numbers, email address, husband and children's names.
- \_\_\_ 2. Your new team member is very similar to a hostess. Your role is to coach. The more thoroughly she is coached the greater the chance that she will be successful.
- \_\_\_ 3. Check in with your new team member (only call her at work with her permission in advance). Build hope, vision and excitement with even your opening comments or answering machine message. A message such as, "How's the newest Consultant in all of Mary Kay doing to day?" Remember to match personality to personality. Warmth, kindness and acceptance is always welcome no matter what personality style. Always invite questions!!
- \_\_\_ 4. Has she listened to the *Time, Business and Money Management* tape? If not, brain storm on a possible time in her schedule. Let her know you will check back in with her tomorrow.
- \_\_\_ 5. Check on her contact list. Have her pretend she is having a wedding - who would she invite?
- \_\_\_ 6. Set a time to discuss inventory. If you are not confident, set a time for you and her to meet with your Director. Always remember she needs to hear all of her options before she makes an inventory decision. Failing to give her all of her choices may cause distrust in the future.
- \_\_\_ 7. Any discussion of inventory should match what her tape says. A confused mind shuts down and does nothing.
- \_\_\_ 8. Discuss open house or trunk show dates (keep in mind that this would be connected to her inventory decision).
- \_\_\_ 9. Show her how to give out 8 - 10 'Look' books that you will supply for her. She'll offer people the 'deal of the century' only during her first week in business. The 8 - 10 people can shop the 'Look' book \$150 retail for \$99!!

# **New Recruiter Checklist**

## **The first 2 weeks**

By National Sales Director SuzAnne Brothers



\_\_\_\_ 1. Mary Kay says to keep your new team member in your hip pocket for the first 2 weeks. She is running on your confidence and belief, not hers.

\_\_\_\_ 2. During the first 2 weeks the following things happen:

- Open house or trunk show date set
- Contact list completed and business debut invitations sent.
- You have coached her open house or trunk show
- Inventory ordered in conjunction with her open house or trunk show
- She has attended her first training and first meeting.
- She has been officially pinned at success meeting and pictures were taken.
- You have helped her follow up with her 'Look' book offers. These are the people who would also be prime for a practice interview or to attend a Unit function.
- She begins to complete tasks and earn gifts from new Consultant training.
- Encourage her to be patience and celebrate that she knows more today than she did yesterday.
- Send her a personal note of encouragement. Letting her know how proud you are of her.
- Schedule several 'practice' interviews of the Marketing Plan with her

### **Always leave every conversation with 'THE NEXT STEP'**

After the first 2 weeks she will begin to grow more and more on her own. Just like children, some require more hand holding than others.

Discern how much contact she really needs.

Always return her calls promptly and welcome her questions. She will never outgrow the need for praise and encouragement.

Send notes and cards on a regular basis.

As she grows, her goals will grow.  
Run with your team members to the top!  
You are her role model and mentor.