

Team Building With Tapes!

By National Sales Director Pamela Shaw

*Naturally I believe that bringing people to a Success Meeting is a wonderful thing to do, but for those people who you just can't pin down to a time - we've got tapes! Select from my "Journey" marketing tape, or my "LIVE" tape (to obtain a copy, call me). Listen to the "Journey" yourself first. Then select people to hear it. Review the "Tips" listed to ensure that you make the most with your efforts! I'm eager to hear from you! I want you to have every advantage possible in building your business! This will also complete your **PEARL ENHANCER!** And, you'll be eligible for a 4% Team Commission Check!! I'm supporting your success!*

Working with Marketing Tapes as a Recruiting Tool!!!

- 1) **Set a Goal!** How many new Team Members do I want to add? How many people do I want to listen tot his tape?
- 2) **Set a Time Frame!** Enthuse your prospect to listen to your tape within a 24 hour (max. 48 hr) Time frame.
Script: Hi _____! I'm so excited ! Do you have a quick minute? I've just started my career with Mary Kay and my unit is working to break a company record by having 500 Nationwide consultants (we currently have about 290) and my Director has asked me to select the warmest, sharpest, most wonderful women I know to hear how we make our money. (name), with no obligation on either of our parts, is there any reason why you wouldn't be willing to listen to an entertaining cassette tape and fill out a brief questionnaire. It's a tape you could listen to in your car . Can I count on you to give me your opinion?
- 3) **Confirm drop off time.** Drop the tape off. Provide "free gift" (eye shadow or sample satin hands) for listening within 24/48 hours. Establish "Pickup" time - Allow 30 minutes for practice interview.
- 4) **Before the questionnaire, have her go through "Why Become A Consultant"** (in this packet) to determine how much product she uses! Show benefit to "shopping" at wholesale for her personal use and her warm circle of friends and family. Go through the questionnaire. Ask the questions. Listen. Write her answers. (I will follow up on any questionnaire mailed to me by you) (Make copies of this handout, front and back, for every interview)
- 5) **INVITE her to become a Beauty Consultant** by saying "_____, I'd love to work with you. I'd be so proud to have you on my team and in our #1 unit! I know you'd enjoy shopping for your cosmetics at wholesale and I know you'd love sharing them with your friends and family. Is there any reason why we couldn't go ahead and get your showcase ordered? How would you like to take care of it? MC/Visa/Personal check? (DO NOT PAUSE UNTIL YOU FINISH)
- 6) **Give her next step.**
 - ◆ **If answer is NO**, or "no not now" - Shake hands and get commitment from her that if and when she does ever come into Mary Kay , that it would be on your team. Book her for a skin care class. Ask for a referral. "_____, now that you know the qualities we're looking for in a consultant and know more about our company, who do you know who might want some free product samples who would be willing to listen to my tape this week...come to my success event... need some materials by mail if out of town...)
 - ◆ **IF ANSWER IS YES**, give her next step.
 - ★ Success Meeting location - (so you can pin and introduce her)
 - ★ Ask her what she is most excited about. (**Do Not go into Inventory**, go 1 step at a time)
 - ★ Make sure she is on Perfect 10 and Glamour, Body, Hair and Nail Products. (sell to her retail and/or after orientation, work with her to get her order in) For multiple tapes, call WTS (800) 251-7228.

Congratulations! Make sure to call me immediately after you get her signed Beauty Agreement! We'll need her name, address, phone, and husband's name (if applicable) so we can get her Welcome Packet in the mail and start her Voice-Com training!