

**BECOMING MORE EFFECTIVE AS A RECRUITER
THE STRATEGIC VALUE OF
NETWORK MARKETING WITH POTENTIAL RECRUITS**

In our Mary Kay business it is important how we relate our business to potential recruits' lives, needs, hopes and wishes. When we do this our business becomes immediately relevant to them. People will tell you **why they need to join you in business** if you listen for three things: **their DREAM, their DESIRE and their DISCONTENTMENT.** The following are great lead in statements to create interest and start a fire:

- ❖ I know you work hard for your money. Have you ever found a way to have money work for you?
- ❖ After paying the bills, is it difficult to have any money left over to invest? Has anyone ever shown you how to begin to have money work for you **even if you don't have any money to invest at this time?**
- ❖ Have you ever thought seriously about when you want to retire and the income level at which you want to retire? Do you have a specific investment or retirement strategy that is working for you?
- ❖ I am currently working with people with the goal of creating freedom of time and money. I have discovered that it is far less difficult to create financial freedom than I ever knew. **This investment requires an up-front investment: not of money, but of time and effort.**
- ❖ If I could show you a way to have both people and money working for you to relieve your financial pressure, would you be interested in just listening?
- ❖ If there were a way of working hard for a handful of years and then be financially free, would it be worth looking at?
- ❖ I use to dismiss selling/MK/network marketing as a silly attempt to create a little extra income. I thought it was an industry full of hype and lacking in substance and professionalism. Now I can see that it is a real strategy for creating freedom and money. Has anyone ever taken the time to show you how and why this business works?

LISTEN IN 3-D for People's : Dreams, Desires and Discontentment- This is their way of telling you why they need to join you.

BE AN ACE

BE AN ACE....SPEAK WITH *AUTHORITY, CONVICTION, AND ENTHUSIASM.*

NSD JoAnne Barnes with Excerpts by Dr. Tom Barrett