

team-building appointment guide

MARY KAY

| Name | Best time to call | Phone |
|------|-------------------|-------|
| | | |

To understand your potential team member's goals, consider asking:

Why don't you tell me about yourself and what you like to do? _____

If you could change one thing about your current situation, what would it be (extra income, flexible work hours, more independence, etc.)? _____

What would you like to know about Mary Kay? _____

TIP: If you shared team-building materials with her, you may want to find out which story, including your own, she related to and why?

Consider having her take the "Life Can Be Good" quiz in team-building brochure to show her how a Mary Kay business could be a perfect match with her personality. Share these points with her based on her personality type.

Ms. Go-Getter – You love a good challenge and have what it takes to succeed.

A Mary Kay business is an ideal fit because:

- It allows you to set your own schedule, be your own boss and succeed at your own pace.
- You can work on your own terms but also find support.
- You have the drive to make things happen. Mary Kay gives you the opportunity.

Ms. Motivation – You're a people-person with personality-plus. A Mary Kay business makes a great choice because:

- People are naturally attracted to your enthusiasm and zest for life.
- You are a creative problem-solver, a natural for developing creative marketing solutions.
- You love social recognition and helping others achieve their dreams.

Ms. Team Spirit – You love helping others. A Mary Kay business is the perfect option because:

- It's flexible and lets you work full or part time depending on your own financial goals and needs.
- You've got the listening and problem-solving skills to really make your customers feel special.
- Your commitment and enthusiasm for people to succeed makes you a natural born leader.

Ms. Attention to Detail – You take the systematic approach to success. A Mary Kay business works for you because:

- With a plan in place, like the proven marketing plan, you will follow it all the way to success.
- The Mary Kay opportunity has a proven reputation enriching women's lives for 45 years.
- You'll have all the product knowledge and tools to help you build your Mary Kay business.

To spark your potential team member's interest in Mary Kay, consider sharing:

Business Opportunities

- Earn 50% on everything you sell.*
- Work full or part time based on your needs.
- Be your own boss.
- Get the education that can help you be successful.

commissions and bonuses on orders placed by your personal team members)

- Leadership (becoming an Independent Sales Director and earning commissions and bonuses based on your unit production)

Earning Opportunities

- Four ways to sell and earn – online, on the go, in person and at a party
- Team-building (sharing the opportunity and adding new team members, thus earning potential

Business Perks

- Set your own hours.
- Work at your own pace.
- Set your own goals.
- Earn rewards and recognition.

To answer any concerns she may have, consider asking:

"Do you have any questions about starting a Mary Kay business?"

Here are suggested ways to address some of her concerns:

• I'm busy and don't have the time.

"I understand. And that's where the four ways to sell can help. They offer you a lot of flexibility with your schedule. Let's take a look so you can see how they can work for you."

• I can't afford it.

"That's an important concern, so let me clarify a few things. The price of the Starter Kit is \$100 (plus shipping and handling, and tax) to get started. I look at it as an investment that allows you to start earning extra income immediately. I'd also like to point out that you have the flexibility to use MasterCard or Discover as well as cash or a check to order your Starter Kit."

• I'm not the sales type.

"That's ok. Many successful sales force members aren't either. You see this business is about building relationships and helping women look and feel great. We offer them convenience and products they love, plus help them learn the best way to get the look they want."

• I'm not sure what my husband will think.

"I know his opinion is important to you. I find that once husbands see the benefits and understand the opportunity, they're very supportive. I'd be happy to go over them with him."

*The 50% gross profit calculation is based on suggested retail prices.

TIP: To complete the appointment, show her the Starter Kit with all its bonus offers on the back of the team-building brochure.