

Interview Tips by NSD Pamela Shaw



Do It BIG!

1. Cast the Vision

"Thank you so much, Barbara, for meeting me today. I appreciate your time and want you to know that I am committed to building a dynamic team of women who are willing to work hard and want to make money, and you have the character qualities I am looking for in the team I want to build. Mary Kay may or may not be for you, but at least we will know....so I appreciate being able to share with you."

2. Find her Hot BUTTON

"What do you value most in your life right now?"

Do It BIG!

"What do you need in your life right now?"

Do It BIG!


"What would you change about your life right now?"

"If I can show you how to keep what you value and get what you need, is there any reason why you wouldn't consider MK as a "YES" in your life?"

3. Overcome Common Objections (Time/Money/Husband)

"Barbara, I know how busy you are; if you were going to add something to your life right now, what would the benefit need to look like to cause you to do that?"

"The required investment to begin your business is about \$100. If this is something you decide to do, how would you take care of that—credit card or check?"

"If this is something you decide to do, is it a decision you will make on your own or do you need to get your husband's approval?" 

4. CUT TO THE CHASE and customize!

"What would you need to know about Mary Kay in order to make a 'YES' decision?"

Answer. Repeat Question. Answer. Repeat Question. Answer. Repeat Question. *Do It BIG!*

5. CLOSE

Once you have answered 3-4 questions ask, "Is there any reason why we couldn't get your STARTER Kit ordered? How would you like to take care of it, credit card, check or cash? . . ."

6. Overcome any unforeseen OBJECTIONS

She objects. You listen. You repeat. You respond to the objection, and then you add ..."If it weren't for that, what would keep you from getting started?" (inviting another objection).

When she is out of objections (4-5), you ask again, "Is there any reason why we couldn't get your STARTER KIT ordered? How would you like to take care of it, MC/Visa, Discover, check?"

7. Remember back to the beginning of the interview

You know what she is motivated by, what she would change or add to her life. Bring this information into the closing process to support her coming to a **YES conclusion**.