

# ***RECRUITING FOR RESULTS!***

**SHAW'S POWERFUL PERFORMERS. . . . . Mastering The Interview Process**

## ***SETTING UP THE INTERVIEW***

**M**ake it worth their while to listen to you and to help you even if they decide Mary Kay is not for them. Remember that we have a tremendous product and opportunity to offer. Use this script to Set Up the Interview

*“If you listen to how we make money in Mary Kay, I will give you 50% off of your next order with me. After you hear the 6 reasons why people join Mary Kay and how we make our money, you may decide it’s not for you.. However, if you recommend someone and they are accepted by the company and are qualified, I will give you 50% off of your orders for 6 entire months! But, after hearing the marketing plan you will probably want to do it yourself and then you will get 50% off of your orders for life.”*

Schedule and confirm the time. Provide an incentive for keeping the appointment (i.e., free eye shadow).



## ***BEGIN THE INTERVIEW***

**A**sk her to fill out an Agreement. . . (Remove the left panel of the Agreement discussing Inventory).

“For my records, I’ll need you to fill this out so I can get credit for conducting this practice interview.”

Clearly instruct her which sections to fill out and include signature.

If she hesitates . . . “Nothing happens to this unless we attach money to it!”

### **HAVE THE CAREER MOVES VIDEO**

- **Ready to view**
- **Watch the video together**



### **On Confidence**

By Kathy Drobish

Confidence comes by doing – not thinking. I guess this business has gone from my brain where I thought it would work, to my heart where I know it will work! Confidence isn’t knowing everything there is to know, but knowing that you can get an answer to what you want to know.

And confidence isn’t something you just get all at once. It is something that starts as a seed within you and just starts growing and growing as you nurture and feed it by doing and doing.

# SHAW'S POWERFUL PERFORMERS. . . . . MASTERING THE INTERVIEW PROCESS!

## DISC PERSONALITY STYLES - As Taught By Bill Cantrell

Understanding the “Interviewee” allows You to tailor your Presentation to meet her needs! By using the Personality Styles to gain a better understanding of Yourself and others, you can create the environment which will ensure you greater success. At the same time, you gain appreciation for the different motivational environments required by those with different behavioral styles.

D- The DOMINANCE Style	I- The INFLUENCING Style	S - The STEADINESS Style	C - The COMPLIANCE Style
<b>CHARACTERISTICS</b>			
1. Results Oriented 2. Makes Quick Decisions 3. Controls People 4. Power and Authority	1. People Oriented 2. Loves To Talk! 3. Motivational 4. Enthusiastic	1. Family Oriented 2. Loyal 3. Slow To Change 4. Security Conscious	1. Detail Oriented 2. Perfectionist 3. Critical (Self) 4. Analytical
<b>HOW TO COMMUNICATE WITH EACH STYLE</b>			
★ Short Interview Presentation ★ Let Them Do The Talking	★ Long Interview Presentation ★ Relationship Building ★ Let Them Do The Talking	★ 2 part Interview Process - Accept Questions ★ You Share Facts ★ Build Credibility	★ 2 part Interview Process - Accept Questions ★ You Share Facts ★ Build Credibility
<b>BENEFITS THEY WILL BE INTERESTED IN</b>			
★ They will want to “Do it Big/Do It Quick” ★ Management Opportunities (Directorship/NSD) ★ High Income Potential ★ Independence	★ Recognition ★ Impact On People ★ Seminar/Prizes	★ Guarantees ★ Time With Family ★ Training/Support	★ Financial Statements ★ Annual Reports - \$1 Billion In Annual Sales ★ Facts In Print - Fortune 500
<b>THEIR GREATEST FEAR</b>			
★ Being Taken Advantage Of	★ Loss Of Social Recognition	★ Loss Of Security	★ Criticism Of Their Work
<b>QUESTIONS TO ASK THEM</b>			
★ <i>What past management experience have you had?</i> ★ <i>What are your qualifications for management?</i>	★ <i>Can you see Yourself . . . (Pink Car, Director, Diamonds, Queen’s Chair ..)</i> ★ <i>Impact On People</i>	★ <i>Would you be able to work a proven system that has worked for thousands of others?</i> ★ <i>Are You Consistent?</i>	★ <i>If you had a Step By Step Plan and answers to your questions, could you learn the business? (Perfect Start, Pearls, Profit, Career Path, etc.)</i>

### QUESTIONS TO LEAD INTO THE INTERVIEW . . . . .

**1. “Tell me a little bit about yourself or your situation?”**

- ⇒ **D** - Will tell you about their Accomplishments.
- ⇒ **I** - Will tell you Who They Know.
- ⇒ **S** - Will tell you about their Family.
- ⇒ **C** - Will ask “Why do you want to know?”

**2. “What do you like most/least about what you do?”** (“Narrowing the Menu” gives insight to what they will like about Mary Kay.)

**3. “Describe for me the ideal Career and Lifestyle situation for you if you could have it the way you want it?”**

These questions will give you insight into their **DISC Personality Style** and will let you know what to include so that you can customize her interview to meet her specific needs.

# MRS. CAB

Created by Exec. Sr. Director Bett Vernon

**Just Read These Words . . . “Did you know that women come into Mary Kay for 6 different reasons? Would you like to know what they are?”**

**MONEY** - Would you like to know how to make an extra \$20,000 a year just working part-time? a week at the national appointment, this if \$450 per year! If each client reorders just \$36,000 per year which would be the year and over \$20,000 in profit for you! Isn't that exciting!??



If you held 3 appointments average of \$150 per week and over \$20,000 \$10 per month, that's over \$50,000 in sales for the

Why Women Come Into Mary Kay

Money

Recognition

Self-improvement

Car

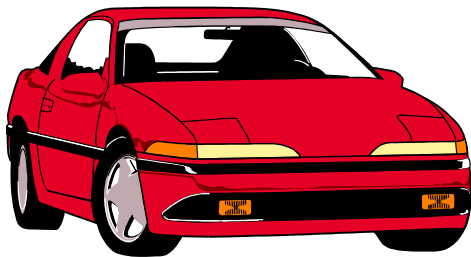
Advantages

Be Your Own Boss

**R**ecognition. The second reason people join Mary Kay is for the prizes and recognition. When do we get recognized in our other jobs? - When we mess up! In Mary Kay you get a standing ovation. Isn't that the way you'd like to have the world to be?



**S**elf-Improvement. The third reason is to build self-confidence. (At this point, tell her how you have grown.)



**C**ar. The fourth reason is a FREE CAR! Can you imagine a company giving you a free car for part-time work? Isn't DRIVING FREE the smartest thing a Mother can do for her family? Imagine the additional money for your family because you no longer have a car payment or insurance payment.

**A**dvantages. The fifth reason is the Tax Advantages! Did you know that most people work from January to May each year just to pay their taxes? Wouldn't it be nice to work from your home and take all the tax advantages available to small businesses? What would the advantage be of having your children home with you and not having to pay day care? Wouldn't it be great to keep more of your hard earned money?

**B**e Your Own Boss!! The sixth reason is that we get to be our own boss - could you get excited about being your own boss? Would you like that? Not having someone else telling you when you can go and come and when you're hungry for lunch. In Mary Kay we don't go to lunch, We Do Lunch! Wouldn't you like to be able to promote yourself when you are ready to be promoted and not have someone tell you? Now, \_\_\_\_\_, out of these 6 reasons, which one of these appeals to you most?



# Ask Each Question and LISTEN -

Focusing on HER and how this can benefit HER.



- "What can you relate to from this video?"
- "If you could change one thing about your life or career, what would it be?"
- "What do you value most in life right now?"
- "If I could show you how to keep what you value and get what you want, would you be open to giving Mary Kay a try?"
- "If we had only 5 minutes together, what would you need to know in order to make a decision about our company?"

## **LISTEN!!!**

Answer her questions! You may or may not have to go into the entire marketing plan. Be sensitive to **HER** needs and treat each interview individually! Apply your knowledge of **D I S C!**

## **HOW TO APPEAR CONFIDENT**

**Control your attitude** toward yourself and other people. Expect acceptance and grant it.

**Don't try to read what others are thinking.** But be aware that they're reading you, and give them what you want them to see. Your facial expression should be relaxed, the corners of the mouth lifted, lips apart, and slightly smiling. Scared people frown; confident people smile.

**Initiate.** You can't wait for someone else to break the ice. Initiate humor; initiate touching.

**Take your time.** Pause when you enter a room, and frequently as you speak.

**Ask Questions.** You'll make somebody else feel important.

**Touch.** The one who touches is in control. How you touch is important. Touch only acceptable places, such as the wrist, arm, and shoulder.

**Show you're human.** Deal as one human to another, not one role to another. As humans we are equal. Most people want to lower themselves when they petition. But that only makes the person you're talking to uncomfortable.

## HOW TO HANDLE THE 4 MOST COMMON RESPONSES . . .

It may take 3 or 4 objections to get the REAL one. Just keep repeating the process until you get the last one which will either be “Nothing”, “Fear”, or “I just don’t want to”.

1. “Nothing” is Easy! We covered that!
2. “Fear” - You reach out, physically touch her hand and reinforce your belief in her - “If I teach you everything I know and you faithfully attend your training, do you think you could learn?” (Pause) “I will always match my time with your effort, and I know you’ll be great because . . .”
3. She needs to “Think About It” . . .If she “ponders” her decision and feels like she needs to talk to her husband or “think” about it - say, “I can appreciate the fact that you feel you need more time and information. What other questions do you have? (Pause) Why don’t we do this - to avoid playing telephone tag or scheduling another time, why don’t you go ahead and put your check (or VISA #) with this. Sleep on it. If you don’t think anything else about Mary Kay when you leave here today, it’s not for you; if however you keep thinking about Mary Kay and what we’ve talked about, you need to get started. I’m sure you know there is never a perfect or good time to make a change. I’m sure you also know that your friends and family would have all kinds of very well meaning advice (teasingly). All I can tell you is I’m so grateful I didn’t take all of that advice, that I followed my heart. I know you will too. If tomorrow, you’ve decided it’s not for you, call me by noon and I’ll mail your check right back to you. If however, you sleep on it and you have a green light, I can go ahead and get your showcase ordered and we can set up your training. I know you’ll be great! How would you like to take care of it?” (Pause)

**\*See Consultant’s Guide for other objections/responses. Follow same procedure. Notice that “Feel, Felt, Found” is always followed by a question to her! Get her to express herself and LISTEN!**



**(OH NO!) THE CLOSE!!**

Don’t be afraid - it’s 3 Simple Questions!!

1. What excites you the most?
2. What questions do you have?
3. What, if anything, would keep you from giving it a try?

### IF SHE SAYS “NOTHING” . . . .

“Great, because I know you’ll be successful, and I’m eager to work with you! All we need to do is get your showcase ordered - that would be a total of \$106 - How would you like to take care of that?”

### OR, IF YOU GET AN OBJECTION . . . .

. . . . . USE “*FEEL, FELT, FOUND*”

*“I know how you FEEL, I FELT the same way when . . . ., but what I FOUND was . . . .”*  
Using yourself, a sister consultant, or Director as an example to overcome the objection and follow it with, *“If it weren’t for that, what would keep you from getting started?”*

***SPREAD THE WORD!***



**There’s No Better Time  
To RECRUIT!!**

# HELPFUL HINTS

## A. REGARDLESS, SET A 24 HOUR FOLLOW UP TIME!!

If you set it up to call her, say *“How did you sleep?”*  
(Pause) *“Is there any reason why we cant set you up for training?”*

**IF “YES”, YEAH!!!!**

**IF “NO”,** ask for commitment to future time and for referrals!

Keep an open line of communication to invite her to future glamour/fashion events. Restate your appreciation of her as a customer!

## B. MOVE HER ONE STEP AT A TIME!

Orientation. Training times. PS Workbook. Observe Your Show. Bring a guest to meeting. One Step At A Time!! **DON'T OVERWHELM HER!** Feel her out - ask questions - Keep the “I” out of it!!

## C. BE MATTER OF FACT WHEN ANSWERING HER QUESTIONS ABOUT INVENTORY.

“People make individual decisions regarding inventory. The only requirement is the purchase of the \$95 Showcase. My Director will go over inventory options with you at your orientation.”

If she persists. . . “Anywhere from 0 to a couple hundred to a couple thousand, remembering there is no requirement.” Avoid telling her the amount YOU came in with. **REASON:** it might sound small or large depending on her situation, and that’s our primary concern. Let her make that decision at a separate time (unless she says “I know I need inventory and I want it all - How Much?” - use good judgment by listening and not prejudging). Keep in mind that almost all businesses start with outside capital and bank loans. Remember how challenging it would be for you to run your business without inventory, so her getting product is no big deal, just the next logical step!!

## ATTITUDE TOWARD A NEW RECRUIT

## WONDERFUL WORDS OF WISDOM

By NSD Karen Piro

Sometimes we worry so much over whether or not a new recruit will succeed that we avoid it by not even asking or by not following up if we do ask! A simple change of attitude can resolve this for you. Try bringing new recruits in with the following attitude.

I am offering you a wonderful opportunity! Many of the women in this company are leading happy and successful lives because of Mary Kay. They have accepted the challenge and they love the thrill of achievement and the special pleasure that comes from helping others. I selected you because I feel that you are that kind of person.

I will believe in you, your integrity, drive and intelligence. I will support and encourage you. I will become your biggest cheerleader. I will not smother you and cripple you or do anything you are capable of doing yourself so as not to weaken you. I will not hold you back if you move ahead faster than I, and I will not “baby” you and destroy your confidence. I will treat you like the adult that you are. After all, if you decide not to come to career meetings or workshops, or if you allow yourself to get discouraged and let your dream die - I will feel awful for you. However, I am not responsible for your success or failure.

If you never miss a Mary Kay function, and you keep your dream in front of you, then you will become the star I envisioned when I recruited you- and I will jump for joy! I will know you did it all . . . but I will be so proud that I had the good sense to select and recruit you!

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## WHERE DO YOU SEE YOURSELF?