

10 Habits Of A Successful Personal Recruiter
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What is her key phrase?

“Would you help me with my contest and listen to me practice delivering my marketing plan?”

**find a way to phrase this so it is not a yes/no question

Personal Recruiting allowed her to go from Dir. To NDS in 8 years!!!

Ask yourself these two questions – frequently:

What personal goals am I working on?

What needs to change in order to get me where I want to go?

Perhaps...

Closing skills?

More activity?

Personal skills?

Communication skills?

Follow every game plan our NSD gives to us!!!!

Build the habit of the POWER START – the 3 + 3 + 3 – or The Perfect 10

10 Habits:

1. You must make sure that you have that MK image and that MK attitude down! Slamming hair, clothes, makeup – everything! We have one opportunity to make that initial power impression on the women we meet. Image is the reflection of your inner attitude.

Where am I in regard to enthusiasm?

1 = I need more in a big way 10 = I am busting out energy!!!!

98% of life is attitude. We can control this!

You can perfect skill and technique, but without the right attitude, you’ll be missing the opportunity to change lives. You can truly FAIL FORWARD to success if you have the right attitude.

2. You MUST be holding consistent skin care classes. **Get** and **Use** the 4 point recruiting plan – nonstop! Just think - you can walk away from a skin care class with an already trained prospect, because she’s been watching you! *Treat my unit as if it has already spun off – and create another one...new!*

3. Share the career opportunity with EVERYONE – no pre-judging allowed!!
“Why was I slighted for all those years?” No one had shared the opportunity with her, despite her long term product use. Even those who do not end up signing will be more supportive as a customer, because she will better understand the product and the company.

A 3 page document she use for interviewing:

Page 1. Company Facts

Page 2. Breaks down the money – what they can expect to make after one year in holding x number of classes each week.

Page 3. Questionnaire

After sharing all –

1. What did you hear today about what Mary Kay has to offer that appealed to you the most?
2. If you were to become a Beauty Consultant, what would be your biggest concern?
3. On a scale of 1-10, 1 being I wouldn't sell MK if I was starving to death, thank you! And 10 being I want to sign my agreement, order my starter kit, and Ease you into my business. “Can't say 5 – 5 is on the fence. You don't want to be a wishy washy woman – I'm sure.”
4. What more information could I give you? What would it take to get you over to signing? What questions can I answer for you - to help you move on up – you're so close!

What's holding you back? If she can't tell you, ask -

5. *If you knew you could not fail* – is there any reason why wouldn't want to give it a try? Just strip away the cobwebs – she's too bottled up in her excuses – clear them away.

If she's really wishy-washy, and you're wondering if money is the issue, try saying:
If you were to decide to sign today, would the \$100.00 be a problem for you?
Get this out in the open!!!

If she doesn't sign that day – LAYER, LAYER, LAYER – FOLLO UP FOLLO UP FOLLO UP FOLLO UP!!!!

Mary Kay is a 2 part decision. A confused mind shuts down. Don't let her start thinking about how she's going to start AND how she's going to come up with the money for inventory!

#1 Do I want to be a Mary Kay Consultant? If so, then let's get you started and get your kit, and get you into your first training class.

#2 How do I want to run my Mary Kay Business? This is a training question/decision – this is NOT a part of recruiting.

What about a great potential recruit with ZERO MONEY? The fact is that MK encourages us to start with inventory, but it's never required. Give five sources – not necessarily in this order. Order them according to her needs.

1. Go to bank and check out getting a loan.
2. If no, go to smaller bank, maybe out in the country, who may be more willing to come to your terms for your business.
3. Do you have a credit card? Can you increase the limit? Make sure you are able to convey that this is not a debt – this is the best investment she'll ever make.
4. If not, do you have a family member who will let you use their credit card or give you a loan?
5. Do you have a friend/significant other with resources?

Then ask her: “What do you think would be your best source?”

ALWAYS do inventory talk with spouses, too, if possible. This will double and triple inventory.

Inventory – always start at \$3600.00 – everyone wants to start with a full store. Expect that. “I want to provide you with the information to get you where I am, perhaps even faster. There are certain things that I can share with you that will increase your opportunity to succeed, and one of them is the opportunity we have to carry a full store for our customer's shopping needs. Everybody wants to start with a full store – it's so much more fun to be able to instantly meet our customer's needs!”

4. Use the layering process – LAYERING SHEET

* This is a sheet with prospect names – to keep a grip on the layering process
product on face?

marketing?

video?

attended guest event?

has she been a hostess?

need an autobiography? Maybe she's a high C?

put DATE by next step for scheduling follow up in one color

put COMPLETION DATE after step when completed in another color

BELIEVE THAT EVERYONE IS CLOSABLE. EVERYONE, WITH THE PROPER LAYERING, IS CLOSABLE.

She may think she needs months to think about it, but really – what is there to think about? Indecision causes stress – I don't want you to be stressed out – I want to remove that stress!

If it's a no, then thank her and let her know that you're certain she'll be one of your most incredible preferred customers – and how much you appreciate her for that!

Video – follow up within 24-48 hours. “Sally, if you think there is a time that you and you husband can watch this in the next 24-48 hours, then let’s go ahead and set up a time for me to pick it up from you and get your feedback on it.” Book it RIGHT THERE! If she cannot do it in 24-48 hours, give her ONE MORE DAY – NOT A FULL WEEK!

Ask all of the closing questions again after she’s watched the video. She may have different questions now or different objections, now that she has watched the video. Don’t let anybody go! Know the next step!

6. Work with a sense of urgency!! Indecision and procrastination cause STRESS! I believe with all my heart that women want to be pursued. You are not pushy when you are pleasant! Be pleasantly persistent!
Once she has said NO – lie off and touch base with her in few months by inviting her to a guest event, for instance, as a customer. Her situation may have changed by then – there’s no way to know without offering her the opportunity to hear more.

When dealing with follow-up, your phrase should not be ‘when can I get back with you?’ – instead – ‘I’ll be getting back to you on Thursday night at 5:30’ I’m in the driver’s seat –I’m the boss!

Work today like there is no tomorrow.

7. Work with a sense of confidence. We must exude confidence! Women don’t want to follow a wet fish or a wet noodle! When you work like an expert, your recruiting will go up. If you’re not sure of an answer to a question, simply state with confidence – “You know, that is a great question – let me get in touch with the company and get you an answer.”

8. Work from commitment and not from emotion

Work with the same dedication as if someone else expected me to be there, performing.

Recruiting average is 1 on 5 – for Directors, it’s 1 out of 3.

Work the law of averages. Work the numbers – it will take the emotion out of it!

9. Become a Master Overcomer.

Become a pro at overcoming objections, at answering questions.

Have a men’s night – on a quarterly basis – to overcome their objections as well.

Use FEEL FELT FOUND! Identify with her – don’t sympathize with her. Empower her to step out of her comfort zone.

10. Become a skilled, strong closer. Assume the close, just as we assume the sale. Assume that every woman who hears the marketing plan is going to want to seize this opportunity. *“If you knew you could not fail, would there be any reason why you*

wouldn't want to get your business started with Mary Kay right away?" She doesn't want you to be wishy washy...so DON'T BE!

When there's no pain, there's no gain.
At every level, there's a new devil.

We have three choices as directors

Make these non-negotiable goals – envision every goal as climbing a mountain:

- 1) Wander around the bottom of the mountain – procrastination
- 2) Stay Stuck in my comfort Zone and wonder – “what *if* I had stepped out – and made some changes?”
- 3) Make decision to climb and never turn back!! Make it non-negotiable to get out of my comfort zone and get help in a certain area if needed, but GO AHEAD!!

Make a promise to myself and to Lisa –

I promise to continue to be the best that I can be,
To focus on others and not on me,
To lead by example every day
To listen closely and hear Mary Kay
I am a winner and I have no fear
And I will be on the beaches of Spain this upcoming year!