Week 2 Activity Book
Please print and complete the activities in order.

#1 - What’s your personality

#2 - DISC Role Play

#3 - 4 P’s

#4 - Your “I” Story
WEEK 2 - ACTIVITY 1

What is Your Personality Type?
Audio Transcript

The DISC Personality Assessment Tool is a tool that can help us better understand ourselves and the people around us, and adjust our words and behaviors when dealing with others.

Click on the video link to watch the video: Team Building with a Focus on the Four DISC Personality Types featuring Independent Future Executive Senior Sales Director Maisha Bankhead. You may have already seen this video because this is the same team building video that was featured in your 2014 Seminar Power Plan for Independent Beauty Consultants. If you’ve already seen it before, go ahead and watch it again, and be sure to take notes and look for information you may not have noticed the first time.

After watching the video, you’ll probably already have a good idea of which personality type you possess. If you still don’t know which personality type you have after watching the video, print out the DISC PDF Profile Sheet and answer the questions to help you find out.

Think about the person who invited you to start your Mary Kay business. What personality type does she have? And what about your Independent Sales Director?

Now that you know more about the Four DISC personality types and how to talk to each, keep this information in mind during booking and team building appointments. Be sure to apply what you’ve learned in this activity so that every person you book a skin care party and share the opportunity with will FEEL VALUED and be MORE OPEN to hearing what you have to say.

CLICK HERE FOR SUPPORTING VIDEO
WHAT IS YOUR PERSONALITY TYPE?

Below is a list of general characteristics of each of the four personality types. Check the characteristics that correspond to your own style to give you an idea of which personality you may possess.

<table>
<thead>
<tr>
<th>Motivated By</th>
<th>D</th>
<th>I</th>
<th>S</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stressed By</strong></td>
<td>Challenge</td>
<td>Recognition</td>
<td>Stability</td>
<td>Order</td>
</tr>
<tr>
<td><strong>Comes Across As</strong></td>
<td>Losing Control</td>
<td>Enthusiastic</td>
<td>Peacekeeping</td>
<td>Detail-oriented</td>
</tr>
<tr>
<td><strong>Limited By</strong></td>
<td>Strong-Willed</td>
<td>Impulsive, lack of follow-through</td>
<td>Resistance to change</td>
<td>Difficulty seeing the big picture</td>
</tr>
</tbody>
</table>

DOMINANT

- Are you driven?
- Are you ambitious?
- Are you results-oriented?
- Are you a doer?
- Are you a problem-solver?
- Do you tend to be direct with others?
- Do you tend to be demanding?
- Do you like to be in control?
- Do you like to make your own rules?
- Do you tend to make decisions quickly?

INFLUENTIAL

- Are you inspirational?
- Are you influential?
- Are you interested in people?
- Do you tend to be enthusiastic?
- Do you love to socialize?
- Do you tend to be the life of the party?
- Do you tend to be spontaneous?
- Do you enjoy receiving recognition?
- Do you enjoy giving recognition?
- Do you tend to make decisions quickly?

STEADY

- Are you supportive?
- Are you submissive?
- Are you steady?
- Are you a warm person?
- Are you loyal?
- Are you consistent?
- Do you tend to be family-oriented?
- Do you tend to be slow to change?
- Do you tend to be security-minded?
- Do you avoid making quick decisions?

COMPLIANT

- Are you cautious?
- Are you calculating?
- Are you careful?
- Are you conscientious?
- Are you organized?
- Do you tend to be detail-oriented?
- Do you like to take notes and make lists?
- Do you tend to be a perfectionist?
- Do you tend to be critical?
- Do you avoid making quick decisions?

Based on this exercise, which personality type do you think you possess?

Note: The lists shown above are meant to describe general characteristics of each of the four major personality types. Everyone possesses characteristics from the 4 styles, but typically have one or two that dominate.
To help you practice what you’ve just learned in the previous activity, consider inviting your Independent Sales Director or a Power Partner to do a booking and team building role play with you based on the Four DISC personality types. You may even suggest doing this activity in your unit meeting so that others can participate and you can give each other feedback.

If you’ve forgotten what you’ve learned in the previous activity or just need a quick refresher course, no problem! Just watch the video again and be sure to take down some notes!

The goal of this activity is to help familiarize yourself with the right words to use when talking to different types of women. Remember, practice makes perfect! So keep practicing until you feel comfortable with the dialogues and you feel confident that you can deliver them during an actual booking or team building appointment.
Based on the video featured in the previous activity, you can ask your Independent Sales Director or Power Partner if she could do a booking and team building role-play with you using this guide. You might want to go over the information below with her so that you can be clear on what you want to accomplish with this activity.

WHEN SPEAKING WITH A DOMINANT PERSONALITY:

FOCUS ON: the BIG PICTURE of the Mary Kay opportunity

TALK ABOUT:
- The potential income of an independent Mary Kay business.
- The independence that the Mary Kay opportunity can offer.
- Building and leading a team.
- Being a leader and coaching others.
- All the goals they can achieve.

QUESTION YOU CAN ASK: Suzy, after everything you’ve heard today, if you were to consider the Mary Kay opportunity, why do you think you would be great?

OTHER TIPS: When talking to a “D” Personality, it is important to let her talk. She will tell you what she wants to know!

WHEN SPEAKING WITH AN INFLUENTIAL PERSONALITY:

FOCUS ON: the FUN, PRIZES and RECOGNITION in Mary Kay.

TALK ABOUT:
- The fun she can have at meetings and events.
- The friends she can make and the relationships she can build with other women.
- The prizes she can earn.
- The recognition she can receive.

QUESTIONS YOU CAN ASK: Suzy, after everything you’ve heard today:
1. Which prizes would you love to earn?
2. If you were to consider starting a Mary Kay business, what would you do with the extra income?
3. What excites you the most about the Mary Kay opportunity?

OTHER TIPS: Keep it light and FUN!! If it’s not fun, an “I” Personality probably won’t be interested!
WHEN SPEAKING WITH A **STEADY PERSONALITY**:

**FOCUS ON:** the **STABILITY** that the Mary Kay opportunity has to offer

**TALK ABOUT:**
- The education and support that Mary Kay, Inc. offers to all independent sales force members.
- The flexibility that the Mary Kay opportunity can afford her.
- The benefits that her family can have as a result of her Mary Kay business.
- Mary Kay Ash’s commitment to helping her keep her priorities in order (faith first, family second, career third).

**QUESTION YOU CAN ASK:** Suzy, after everything you’ve heard today, how do you feel the Mary Kay opportunity may benefit your family and/or the organizations you’re involved in?

**OTHER TIPS:** With an “S” Personality, you may do most of the talking, and be sure not to ask too

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WHEN SPEAKING WITH A **COMPLIANT PERSONALITY**:

**FOCUS ON:** the **DETAILS** of a Mary Kay business

**TALK ABOUT:**
- The details of an independent Mary Kay business.
- Details about the Mary Kay® products.
- How the marketing plan works.

**QUESTIONS YOU CAN ASK:**
“C” personalities want to answer questions correctly! So, you may want to ask specific questions like:
1. Tell me about your family. Are you married? Single? Any children?
2. Tell me about your career. What do you love about it? What would you change about it if you could?

**OTHER TIPS:** *Share facts about the Mary Kay opportunity through a company-approved handout or brochure. Give her materials to take home and answer all of her questions in detail.*

*With a “C” Personality, don’t get too personal. Answer questions thoroughly and build credibility.*

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Remember, practice makes perfect! So keep practicing until you feel comfortable with the dialogues and you feel confident that you can deliver them during an actual booking and/or team building appointment.
The 4 P’s Questions

Audio Transcript

In the 2 previous activities of this module, you learned about the Four DISC personality types and practiced what you learned by doing booking and team building role-plays with your Sales Director or Power Partner.

Now it’s time to familiarize yourself with another great way to connect with other women. It’s by using the 4 P’s Questions. The 4 P’s refer to one’s Picture, Purpose, Passion and Possibilities.

The 4 P’s Questions are:

1. PICTURE - Would you mind telling me about yourself?
2. PURPOSE - What brings you joy?
3. PASSION - Tell me about a time when you were proud of yourself. What was it about that experience that you loved the most?
4. POSSIBILITIES - Let’s dream for a minute. If time and money were not an issue, what dream would you like to be living a year from now?

Take a moment to picture yourself preparing for a team building appointment. You are about to share the Mary Kay opportunity with a potential team member. Remember, it’s not just about adding a new team member to your team. Let your conversation focus on HER. Let her tell you about herself, what brings her joy, her most cherished experiences, her dreams for the future… Make it all about HER. This will make her feel valued and important. Then if you think she’s ready, ask her if she thinks the Mary Kay opportunity would be right for her.
THE 4 P’s QUESTIONS

You can use the 4 P’s questions as a tool to connect with potential team members on a deeper level. These questions focus on the driving force behind their success, which has more to do with their attitude and what motivates them rather than their skill or knowledge.

1. Would you mind telling me a little about yourself? (PICTURE)
2. What brings you joy? (PURPOSE)
3. Tell me about a time when you were proud of yourself? What was it about the experience that you loved the most? (PASSION)
4. Let’s dream for a minute. If money and time were not an issue, what dream would you like to be living a year from now? (POSSIBILITIES)

You can write her answers down and refer to her responses during subsequent conversations.

These questions help you to:

✓ Find out who she is.
✓ Understand what brings her joy.
✓ Understand what she is most passionate about.
✓ Bring her back to her “why” to keep her motivated.
✓ Dream about possibilities with her.
Since this module is all about “Words that Work” the last activity will focus on your “I” story.

What is an “I” story? An “I” story is simply the story of how and why you began your Mary Kay business. Sharing your “I” story is an essential part of every Mary Kay skin care party because it is a great way to connect with the women who might become future customers or maybe even potential team members.

Take a moment to write your own “I” story down. Practice saying it in front of your Sales Director or Power Partner and ask her for feedback. Then memorize it so that you can share it at your next skin care party.
MARY KAY®

MY “I” STORY

Having a well crafted “I” story is important because it can help connect you with people at your skin care parties. Create your very own “I” story by answering all of the questions provided below. Remember, your “I” story may change over time as you build and grow your business, so be sure to revisit this form and revise it as needed.

Before I started my Mary Kay business... (What did you do before starting your Mary Kay business?)

I started my Mary Kay business because... (Why did you start your Mary Kay business?)

As a result of starting my business as a Mary Kay Independent Beauty Consultant... (What has starting your Mary Kay business allowed you to do?)

As I build my Mary Kay business, I am looking forward to... (What are you looking forward to as you build your Mary Kay business?)

After you’ve answered all the questions above, print it out and practice saying it in front of your Independent Sales Director or Power Partner and ask for feedback. Make changes if needed then consider memorizing it so that you can share it at your next skin care party.