Closing the Recruit  based on Intelliverse training by Sr. NSD Sue Kirkpatrick  
( suggested scripting in italics)

It will put your prospect more at ease if, at the beginning of the career talk, you tell your prospective team member your agenda:

*Today we are going to be doing 5 things:*  First, I’ll ask you to tell me about yourself.  Second, I’ll tell you a little me and why I enjoy MK.  3rd, I’ll give you some facts.  Then, I’ll answer your questions And fifth, I’ll ask for your decision about whether this is something you’d like to do. Sound good?*

When you tell her that up front, you want to be sure you do all five of those things in that order: The first one is very important, because that is how you can identify how she could benefit from this career and how to fit it into her life. That is fact finding; that is doing your homework.  
#2 you want to make pretty brief, but you want to relate it to her in what she told you in #1. Pick some reason you love your Mk business that *she could relate to.*  
One of the effective ways you can show avenues of income is by using Weekly Accomplishment Sheets of several different weeks, depending on much time you spent on the business. For example, one where you spent 6-10 hours; another at 15-20 hours and one that was 25-30 hours. She can find something she can relate to, and she sees that you are paid on the amount of time you put into it. It’s important for her to be sold on the fact that you can make money by selling the product.

Then, when you ask her if she has any questions, you answer her questions by using these simple **steps for managing her concerns:**  
- listen  
- understand  
- relate to her situation  
- explain  
- ask another question.

You want to **become skilled at managing concerns expressed by prospects during your team building efforts.** Remember, you manage a concern by listening, understanding, relating, explaining how things work and asking another question. **Your goal is to turn the reason not to do something into the very reason to do it.**

If she doesn’t have any other questions then say:

*Because we have done the other 4, I need to do the 5th thing now. I need to ask you if this is something you would like to add to your life. Is there any reason why we couldn’t go ahead and submit your agreement? I think you will be great!*”

She will either be ready, or will have another concern that you will need to manage. She will often give you 2 or 3 minor concerns before you get to her “real” objection.

You can ask 2-3 times before you will know if she needs another layer of information.  **The layering process is not something you have to always do. You only want to layer when necessary.** Many prospects can make a decision on the spot. **Make sure the layering occurs within a short amount of time.** Examples of layers: coming to a meeting or event; reading some company literature or Mary Kay’s autobiography; listening to a CD; watching a DVD, etc.
You can ask about her interest level with this question:

*Just so I know what your interest level is... On a scale of 1-10 where 1 is “I want to remain a happy MK customer” and 10 is “I am ready to start my business!” (and 5’s don’t count) where are you? I just want to know what you are thinking...*

If she says “6” or more say:

*Great! You know what?..., let’s get it going and see where it goes. The next step is ordering your starter kit, and we can do that right now. Is there any reason why we can’t get you started?*

**Addressing Concerns:**

You want to *listen to her very intently with your heart, ears, and face*. You are not thinking ahead of her, not talking over her, not finishing her sentences for her, you are actively listening. You want to *understand* where she is coming from, and *relate* it to a way you felt or someone you know has felt. Then you *explain* and then *ask* another question. The goal is to turn her reason for not doing this business into the very reason to do it. Here are some examples of concerns you might hear:

**Her Concern: This is not a good time.** “My life is crazy right now; I already have 2 jobs...My kids are in trouble; It sounds good and I would love to do it someday but I’m in the middle of a divorce; I’ve got all this drama going on right now.”

We want to listen, be empathetic and understanding, and relate. You are not going to try to fix her problem, or make suggestions about her problem. Just understanding and relating is enough. Then maybe you can explain with what others have discovered:

*Your response: I know life can get really crazy. I just want to share with you what others have discovered in similar situations. They have discovered this can be a positive distraction from the craziness that sometimes goes on in life, and it can give you something fun to do. Could you get excited about maybe having a few hours a week that you didn’t have to think about all that is going on in your family right now? It is kind of like having an escape. We call it our pink bubble... and you can make some extra money in the process. Would the extra money be helpful to you in dealing with these issues?*

You have listened, acknowledged that life can be crazy, and explained what others have discovered in situations like hers. Then ask another question about whether extra money would be helpful. That is managing a concern or objection. It is helping her and you are not cutting her short, finishing her sentences, or jumping into an explanation, etc. You are really caring about her situation, but also making it part of a solution.

**Her Concern: I don’t have time.** “I’m so busy I can’t do Mary Kay right now (kids, church, etc.) I don’t know when I would find the time to do Mary Kay.”

*Your Response: I know just what you mean. It is a busy time isn’t it? And right now at this time in your life I know it is extra busy, so I totally understand that. Let me ask you this: is there anything you do in a week that you really just don’t like to do, that you would be happy to not have to do? (You may want to help her think of things...) Like doing the laundry, cleaning house, or what ever?*
After she identifies something she doesn’t like to do, find out how many hours a week she spends doing that, then say:

What a lot of people have found is if they hire someone else to do the things they hate to do and just use that little block of time of (6, 8, 10 hours – whatever she said), on their MK business, they can increase their quality of life and have a lot more fun. Could you get excited about never (whatever she said…) cleaning house again? (Then ask for the decision.) We aren’t going to know until we give this a try. Is there any reason why we couldn’t just go ahead and submit your agreement today?

Her Concern: I don’t have the money to get started.

Note that the 3rd excuse offered is usually the true objection or concern and a lot of time it is about lack of money. There are 2 kinds of people that don’t have money: The first kind is short of money right now. She is overextended, but it is just a temporary situation. The other kind of person will never have money, because it is a mentality. With that type of person, sometimes you just don’t want to go there.

There is a difference between “having a need to do Mary Kay” & being “needy”. Since undercapitalization is a common reason new businesses fail, use wisdom. If she is truly needy, waiting to start a business when she is in a more stable financial situation would be setting her up to succeed.

Your Response:
But if you believe in this person and you believe all she lacks is an opportunity, and that she has the ability to make this business work, but she doesn’t have money for the starter kit right now, this is what you would say:

Let me confirm that I am hearing you correctly. Am I hearing you say that if you had the money to begin your career, you would be ready to order your starter kit right now?

She may at that point throw in another objection, such as “I don’t know where I would find the time” or “I don’t know enough people…” and then you know money is not the real problem (especially if she recently bought product and paid for it.) But if she says “Yes I would be ready” then say:

That is not a problem then. We could probably come up with a plan to assist you with that, so if you are ready to begin do you want me to give you some options or suggestions to see if we can come up with the money for you?

If she says “Yes, let’s do it” then offer the following ideas:

You know most people use a credit card to purchase their starter kit. Do you have any way to charge a starter kit, or could write a check and I’ll hold it until you’re ready for us to process your agreement?

If that isn’t option and she just doesn’t have the money right now, but you feel that she is a quality person then say:

Did you notice how you got to take your products home the same night you purchased them? Did you appreciate being able to get your product immediately? Most consultants choose to have product on hand to send home with people, because sales are usually higher if you do. If we can find a way to not only get your starter kit but also get some products, would you like to run your business that way? Then you will probably want to consider borrowing the money to get the product on hand and get your
starter kit too. So let’s explore all the ways that other people have gotten money to start their business.

Then explain the difference of borrowing money for things that appreciate vs. depreciate. Help her to understand borrowing money for business vs. creating personal debt. Suggest asking if she has a credit card or something to use as collateral (paid-off car, IRA, Insurance policy) or if she has a friend or relative who could put up collateral. Be a solution finder, give her some suggestions. If you have gone through everything, and you ask her what she is thinking and she says “I just don’t guess I can do this - I don’t have any way I could that...” When you have exhausted every way, then say:

If this is the only thing standing in your way, and if I can help you with this, are you ready to begin the business? Although most people do start with product, there have been some top people in our company who have been in your same situation and couldn’t start with product either. Here is what they have done. They take orders from friends and family, collect the money and then order the product and get it to the people afterwards. But I will tell you: the key here is to do it fast and in a short period of time. So let’s begin with this fun packet. My challenge to you is to sell $400-$1000 worth of product in the next 3 days. When you do that, you will have enough profit from your sales, and we will order your starter kit and maybe even your first order. The next is to sell 2 roll ups to 2 friends in the first few days to place their first 600 order to take advantage of getting $1400 product for only $600.

If they want it bad enough and you can offer a few suggestions, they will find a way. You don’t build a big successful team fast with all people doing it this way. Use this only as a last resort and only for people you believe in, after you have exhausted all other options.

Her Concern: I need to wait to get started until after ____. (Getting ready to go on vacation; getting married in 2 weeks…)

Your Response:
You know, I can see that you are really busy. Actually, one of the things that attracted me to you is how busy you are, because you seem to be one of those people who can get more done in a day than most people do in a week! In fact, I heard recently someone say that busy really isn’t a condition. It is more of a personality-type. You and I are alike in that we are always going to be busy, right? I understand if you don’t really have time to do this right now and you are probably right. But if I could help you find an additional 6 hours a week, without sacrificing anything that is important to you, could you get excited about having a few extra hundred dollars a month?

If she says “Yes, I am willing to investigate and see if you could do that”, then take a blank weekly plan sheet and record all that she does, and determine what she is willing to have someone else do. Share this story:

When National Sales Director Sue Kirkpatrick begin her MK business, it was just to make enough money to pay someone to do the things she didn’t like to do and to have a little extra spending money of her own. She now makes over $400,000 a year! Could you get excited about that?

If she says “Yes, I can get excited, but let’s talk again at the end of summer”, then say:

I would love to have you on my team anytime! May I share with what some people have said has been beneficial? Some people in your situation have decided to go ahead and get a starter kit, because you
will see some people while you are on vacation and over the next few weeks. I know you will be excited about telling them about MK and they will be excited and say “Show me, show me!” but you don’t have anything to show them! However, if you go ahead and get your starter kit, you’ll not only have brochures and demo products, you’ll also have training materials. Then while you on are vacation, you can do some reading, and be ready to go when you get back. In any case, we will take this one step at a time. Can you see the advantages of going ahead and getting your starter kit? Then when you get back we can set up training and take the next step from there.

Remember: You have more information than she does and you can help her understand. Some people will still need more layers.

**Her Concern: I just need to think about it.**

**Your Response:**

*I understand! Lots of people feel like they want to think about it and I totally respect that. Just so that I know that I have done my part in explaining things, will you please share with me what you are going to be thinking about?*

“I need to think about it.” is not enough information for you to know what to help her with, so you need to know what she is going to be thinking about. Then the real concern will come out and you can manage it. You don’t want to push, so if you see her drawing away, crossing her arms, etc. then you want to respond to that. You may feel that you are no longer being helpful and if you sense you may be coming across as pushy, then say:

*You know, I think I may be coming across a little pushy, and that is so not my style. I just get so excited about what I do, and I can see you having so much fun with this (personalize it to how she could benefit). I would just love to work with you, but I would never want to come on too strong. However, I would rather appear a little pushy than to find out that you could have benefited from this career and I just wasn’t pleasantly persistent enough to help you see you how you and your family could benefit. So promise me that you aren’t going to feel pushed as we just work together to find out if this is something you could benefit from now or later. Are we on the same page?*

You want to keep her as a good customer, so you don’t want to push her way. When managing her concerns don’t hesitate to ask for decision in the same conversation if you have talked about a concern. There are times you will need a next step such as: going to a meeting or event, going to a party with you, listening to a CD or DVD, meeting with her husband (ask ahead of time: what will his questions be? what will you be saying? do you think he will be supportive? )

**Questions you can ask her to close the career talk, if she doesn’t have questions for you:**

*Based on what you’ve heard today, what things would you enjoy about building a MK business?*
*If you began a MK Business would it be something you would do in your spare time or would you want an executive income?*
*Is there any reason why we can’t go ahead submit your agreement and start your training? I think you would be great!*

She will either say yes or give you a concern

**Her Concern: I don’t know who I would sell to. I wouldn’t want to obligate my friends.**

**Your response:**
You know, I know just what you mean. Most of us feel that way when we first begin and then we find that some of our friends are really excited about the product. Let me ask you: did you feel obligated when I set up the appointment to pamper you? Did you feel obligated to buy? Are you enjoying the products? Can you see how most of your friends and family will feel the same way? (Turn her concern into something she can relate to).

Let me tell you about Sue Kirkpatrick. Her best friend decided not to do MK, and she almost decided not to as well, but that would have meant over 4000 women not doing MK, and Sue wouldn’t have an executive income today! Not everybody will be as excited with you as you would like them to be. That is why we train you how to meet other people beside family and friends. Some even choose to start there. You will learn to set appointments with people you don’t even know today. Are you coachable and trainable? If I am willing to invest time in training, are you willing to learn?

Her Concern: I don’t want to be a consultant. I just want to remain a Happy Customer.

Your Response: You want to let her know you value her as a customer since you want to continue to build a customer base that will be a resource for you. ALWAYS ask for referrals, they are your best advertisement.

I really appreciate you taking the time to listen to the career opportunity and sharing your opinion, because now you are more informed about what is available. Can we both agree that the door is always open to you? If anything ever changes, and you want to know more about the business, or if you would like to do this for fun or extra money, just let me know. I would love to have you on my team. Meanwhile, may I have your permission to invite you every once in a while when we have special events that honor our most valuable customers? And of course, I’ll continue to treat you to refresher facials so you and your friends can try new products. Now that you know more about what is involved and why I love what I do, I would appreciate you being a talent scout for me. I asked you to become a consultant, because I like you and know I would like to work with you. What I have found is that if I like a person, I usually like their family and friends too! So if you have a family member or friend that you think could benefit from all we talked about with this career, please refer her to me. I won’t promise her a place on my team but I certainly promise her the chance to try the product at her free facial and to hear about the career opportunity. So who do you know that would enjoy some extra fun (or needs extra money or might want a “Plan B”)?

When you get a referral, say this:

Hi ____. We haven’t met yet, but we have a mutual friend, (her name). I was just talking (or visiting with) Kathy the other day and she paid you the nicest compliment! When I asked her who she knew that she thought would be great at selling MK your name came up. Now I have no idea if this is anything that really does fit you or not, but I promised her that I would give you a call and just ask you some questions and we could decide together where this needs to go. Tell me, do you currently use MK products? Do have a consultant you are currently working with? This may or may not be for you, but the best first step is for us to get together, so I can give you an updated makeover. I’ll pamper you with the product, so you can see what is new. I can give you some information and we will just take this a step at a time. I happen to have to have a block of time that just opened up Tuesday morning -- would that work for you?

Suggest a date and time that is close in.
Sue Kirkpatrick on Mary Kay image: Some things are non-negotiable. You are in the beauty business, which means MK products head to toe; MK face, hair, nails, groomed beautifully. When in public, we should dress appropriately for the occasion & place, but we need to look better than most!

Always wear skirts when we do business. At all MK events we absolutely wear skits, jacket and heels. Looking professional is so important. When we look sharp, we are confident to talk about our services.

1. Positive attitude at all times. Look for the good in people and in situations all times & wear a gentle smile at all times. (so when people think of us they think of us smiling.)
2. Good listener, others- focused: putting others before our own thoughts, Mary Kay Ash said, “When we help enough others get what they want, we will have what we want!”
3. Build our reputation with upmost integrity. Our word is our bond.
4. Golden Rule Service: treat others as we want to be treated.

Mary Kay was so smart when she established our dress code, because she knew it would open doors for us, it would communicate something about our professionalism, our femininity, and our willingness to honor our customers, before we even open our mouth. Team members need to be encouraged and led by example for the things above.

Additional comment from Dorothy:
One objection you may get from time-to-time when initiating contact or a career talk booking:

“Mary Kay? Oh, a lot of people have tried to get me to do that…”

Your Response
“Wow, what a compliment that so many people thought you would be a great consultant! We really are selective, you know. I selected you for a reason, do you want to know what it was? I would like to work with you because…”

You can totally turn around her perceived negative with this response. Help them to understand you are complimenting them by asking. The highest compliment I can give is saying I would like to invest my time & energy into someone else. Isn’t it great that we get to choose who we want to work with?