

Problems? Let's take a look at why.

Difficulty recruiting:

- 1) poor time organization
- 2) low self image
- 3) low activity
- 4) no follow-up

Inability to get appointments:

- 1) too few prospects and referrals
- 2) poor telephone ability
- 3) not listening and recognizing prospects
- 4) not asking
- 5) not booking from parties and facials

Low number of recruits:

- 1) not qualifying prospects
- 2) not selling the benefit for her to have a Mary Kay business
- 3) not overcoming objections
- 4) not closing the interview
- 5) lack of enthusiasm

Low sales:

- 1) lack of transference of confidence in products
- 2) not teaching skin care correctly and/or poor presentation
- 3) not selling end results and benefits
- 4) not coaching hostess correctly