

Recruiting

The MOST important job in Mary Kay

Recruiting is the pathway to success with Mary Kay. Need motivation? Read on:

10 Team Building Tips:

- 1) *If you want to recruit, you must put your fear aside. What do you have to lose?*
- 2) *Always give your prospective recruit a facial before giving her career information. You cannot recruit someone who does not believe in the product.*
- 3) *Pre-qualify your prospective recruits by using Prospect Checklist*
- 4) *When you approach a possible recruit, be ready for objections. Try to speak with her about learning more about Mary Kay before making a decision. Do not overwhelm her with immediate comebacks to her objections as it might push her away.*
- 5) *Do not give her too much information. Again, your objective is not to scare her away. Simply give her a brochure or recruiting CD and let her think about it.*
- 6) *When doing interviews, tell her to pretend that you only have 5 minutes to talk. Tell her to ask you questions in that five minutes. This way, she won't be overwhelmed with too much information.*
- 7) *Ask her a lot of questions to see if she and Mary Kay would be a good fit. Don't have the mentality that every woman out there is a perfect recruit. Be picky about your choices, and accept the fact that Mary Kay may not be the right business for your interviewee.*
- 8) *When you close the interview, don't ask for an answer. Give her 24 hours to make this life-changing decision.*
- 9) *Remember to follow up in 24 hours. If you let 2 days go by, you are sending the message that her decision about becoming a consultant is not important to you.*
- 10) *Always tell your story. Personal testimony about your Mary Kay experience is vital to your success as a recruiter. If necessary, write it down and really think about what Mary Kay has done for you. Then share it--often!*
- 11) *Know the facts and figures. You will not recruit anyone without telling them how much they will be making. This information can be found at www.marianforrest.com under the training section.*

If you are following these steps and still not getting recruits, check out the document about recruiting problems to help you with other suggestions.