

“Addressing Concerns”

Recruiting is an important avenue of income in your Mary Kay career. Through your recruiting efforts, you can earn up to 12 percent personal recruiting commission plus the use of a VIP Grand Am!

People who don't take advantage of the Mary Kay opportunity typically are afraid they'll fall, and that's why you need to be positive. Let your prospect know you have confidence in her ability and will always help her achieve success! Don't let her put the risk of failure before her great chances for success.

Top Mary Kay Directors share the following typical recruiting objections you may encounter and suggested responses to them. By anticipating these objections, you put yourself in control of the recruiting interview.

When you use these responses, be sincere to gain her trust. Learn to ask questions and listen patiently, and don't overwhelm her with too much information. By turning objections into reasons to join, you offer a more effective and compelling recruiting presentation. Start using these responses today!!

I can understand that, but let me ask you, did you enjoy your facial? Do you like our products? Did you buy the products for yourself or for “Mary’s” benefit? Did you feel imposed upon or were you eager for the skin care class and to take your products home? You’ll be providing a valuable service to your friends and acquaintances, and they will appreciate it! Let’s make a list of people who you know who would enjoy a complimentary facial.

**Don’t Want
To Impose
On
Friends**

Great! That’s the best reason of all for joining Mary Kay! You know, even if you had the money, I would suggest you take out a bank loan to start your business off right. You have to pay the bank back, but you probably wouldn’t pay yourself back! A bank loan with monthly payments makes you feel more professional about your business, teaches you self-discipline and improves your credit rating.

**No
Money**

I know what that can be like. We had the same problem (or a woman on my team had the same problem), but I found I could work my schedule so that I could use the car when my husband didn’t need it. Pretty soon I was able to buy my own car. You could even earn the use of a beautiful Grand Am in Mary Kay!

**We Have
One
Car**

Let me assure you that you aren’t a Plain Jane either! I understand how you feel– a beauty consultant should look like she just stepped out of a magazine, right? One year our Queen of Sales was 77 years young! Isn’t that great? That’s because physical beauty isn’t what counts in a Mary Kay career; Inner Beauty makes one successful. We have a prize-winning recipe for beautiful skin, and all you have to do is share it and teach it to others. There are so many women who would love to finally learn how to care for their skin. If I could teach you to do what I do, you could learn, couldn’t you? I think you’d be great or I wouldn’t ask you to join Mary Kay.

**Not
The
Beauty
Consultant
Type**

If I could teach you how to become a Mary Kay Beauty Consultant, you could learn, couldn’t you? We don’t want salespeople, we want women like you to teach skin care and glamour. Mary Kay products are the best on the market, so the products help sell themselves! We constantly share the benefits of a special hairdresser, a dress shop, or a cleaning agent, so doesn’t it make sense to share the benefits of Mary Kay skin care and glamour?

**I
Can’t
Sell**

I can appreciate that because I choose to be a busy person too. That’s why I selected you– busy people are the happiest and seem to get the most done. If I could show you how to work part-time and still earn a profit each week, could you find the time? That extra money would come in handy, wouldn’t it? Let’s fill out a weekly plan sheet to see when you could fit your Mary Kay business into your schedule.

**No
Time**

You know that's like saying that once all the traffic lights have turned green, you'll begin your trip home. You'll never get home waiting for circumstances like those! The time to do anything will never be perfect, but we weigh the pros and cons and make our decisions anyway. Most people can make a decision within 24 hours; can I call you tomorrow for yours? My director is filling spaces for a training session next week and I need to submit your name to reserve your space.

**It's
The
Wrong
Time**

You know, if Mary Kay interests you, why not give it a try? With our company guarantee you have almost nothing to lose and everything to gain! Sitting on the fence of indecision is very uncomfortable. Let me reserve your place in our unit training session next week and let's work together to make Mary Kay work for you!

**Need
To
Think**

I can understand how you feel. I felt the same way, but I found that all you really need to know is one person, because that's how it all starts. One person tells another and so on.

**Don't
Know
Anyone**

**Remember:
Smile
Relax
5-Ring Rule**