

# DISC Questionnaire

**DIRECTIONS:** In each row, select the word that best describes you most of the time. Circle one word in each horizontal row. The first choice is the best one.

Persuasive	Inspiring	Steady	Humble
Original	Charming	Flowing	Conservative
Attractive	Sociable	Gentle	Detail-Oriented
Bold	Talkative	Sweet	Attentive
Will-Power	Persuasive	Loyal	Accurate
Precise	Introspective	Obliging	Sensitive
Competitive	Cheerful	Even-Tempered	Systematic
Unconquerable	Fun-Loving	Considerate	Explanatory
Brave	Jovial	Playful	Precise
Adventurous	Playful	Patient	Fussy
Decisive	Cordial	Soft-Spoken	Timid
Polished	Enthusiastic	Family-Oriented	Controlled
Daring	Convincing	Moderate	Diplomatic
Aggressive	Willing	Controlled	Resigned
Determined	Animated	Satisfied	Well-Disciplined
High-spirited	Admirable	Kind	Cautious
Energetic	Popular	Generous	Devout
Persistent	Companionable	Tolerant	Agreeable
Daring	Good-Mixer	Agreeable	Respectful
Aggressive	Trusting	Good-Natured	Adaptable
Force of Nature	Light-Hearted	Easy-Going	Peaceful
Optimistic	Accommodating	Respectful	Obliging
Positive	Emotional	Adaptable	Introspective
Outspoken	Can't say No	Nonchalant	Compliant
Restless	"Eggs in many Baskets"	Trusting	Needs-Facts
Impatient	Optimistic	Lenient	See-Figures
Result-Oriented	Enjoy-Company	Accurate	Put in Writing
<u>Fast-Moving</u>	<u>Good Human Relations</u>	<u>Neighborly</u>	<u>Scrutinizing</u>

Total:

Total:

Total:

Total:

<b>Strengths</b>				
	<b>D- Choleric</b>	<b>I- Sanguine</b>	<b>S- Phlegmatic</b>	<b>C- Melancholy</b>
<b>Emotions</b>	Born Leader Dynamic and active Compulsive need for change Must correct wrongs Strong-willed and decisive Unemotional Not easily discouraged Independent and Self-sufficient Exudes confidence Can run anything	Appealing personality Talkative, storyteller Life-of-the-party Good sense of humor Memory for color Physically holds onto listener Emotional and demonstrative Enthusiastic and expressive Cheerful and bubbling over Curious Good on stage Wide-eyed and innocent Lives in the present Changeable disposition Sincere at heart Always a child	Low-Key personality Easygoing and relaxed Calm, cool, and collected Patient, well-balanced Consistent life Quiet, but witty Sympathetic and kind Keeps emotions hidden Happily reconciled to life All-purpose person	Deep and thoughtful Analytical Serious and purposeful Talented and creative Artistic or musical Philosophical and poetic Appreciative of beauty Sensitive to others Self-sacrificing Conscientious Idealistic
<b>Work</b>	Goal-oriented Sees the whole picture Organize well Seeks practical solutions Moves quickly to action Delegates work Insists on production Makes the goal Stimulates activity Thrives on opposition	Volunteers for jobs Thinks up new activities Looks great on the surface Creative and colorful Has energy and enthusiasm Starts in a flashy way Inspires others to join Charms others to work	Competent and steady Peaceful and agreeable Has administrative ability Mediates problems Avoids conflicts Good under pressure Finds the easy way	Schedule-oriented Perfectionist, high standards Detail-conscious Persistent and thorough Orderly and organized Neat and tidy Economical Sees the problems Finds creative solutions Needs to finish what they start Likes charts, graphs, figures, lists
<b>Friends</b>	Has little need for friends Will work for group activity Will lead and organize Is usually right Excels in emergencies	Makes friends easily Loves people Thrives on compliments Seems exciting Envied by others Doesn't hold grudges Apologizes quickly Prevents dull moments Likes spontaneous activity	Easy to get along with Pleasant and enjoyable Inoffensive Good listener Dry sense of humor Enjoys watching people Has many friends Has compassion and concern	Makes friends cautiously Content to stay in background Avoids causing attention Faithful and devoted Will listen to complaints Can solve others' problems Deep concern for others Moved to tears with compassion Seeks ideal mate

<b>Weaknesses</b>				
	<b>D- Choleric</b>	<b>I- Sanguine</b>	<b>S- Phlegmatic</b>	<b>C- Melancholy</b>
<b>Emotions</b>	Bossy Impatient Quick-tempered Can't relax Too impetuous Enjoys controversy and arguments Won't give up when losing Comes on too strong Inflexible Is not complimentary Dislikes tears and emotions Is unsympathetic	Compulsive talker Exaggerates and elaborates Dwells on trivia Can't remember names Scares others off Too happy for some Has restless energy Egotistical Blusters and complains Naïve, gets taken in Has loud voice and laugh Controlled by circumstances Gets angry easily Seems phony to some Never grows up	Unenthusiastic Fearful and worried Indecisive Avoids responsibility Quiet will of iron Selfish Too shy and reticent Too compromising Self-righteous	Remembers the negative Moody and depressed Enjoys being hurt Has false humility Off in another world Low self-image Has selective hearing Self-centered Too introspective Guilt feelings Persecution complex Tend to hypochondria
<b>Work</b>	Little tolerance for mistakes Doesn't analyze details Bored by trivia May make rash decisions May be rude or tactless Manipulates people Demand of others End justifies means Work may become their god Demands loyalty in the ranks	Would rather talk Forgets obligations Doesn't follow through Confidence fades fast Undisciplined Priorities out of order Decides by feelings Easily distracted Wastes time by talking	Not goal oriented Lacks self-motivation Hard to get moving Resents being pushed Lazy and careless Discourages others Would rather watch	Not people-oriented Depressed over imperfections Chooses difficult work Hesitant to start projects Spends too much time planning Prefers analysis to work Self-deprecating Hard to please Standards are often too high Deep need for approval
<b>Friends</b>	Tends to use people Dominates others Decided for others Knows everything Can do everything better Is too independent Possessive of friends and mate Can't say, "I'm sorry" May be right, but unpopular	Hate to be alone Need to be center stage Wants to be popular Looks for credit Dominates in conversations Interrupts and doesn't listen Answers for others Fickle and forgetful Makes excuses Repeats stories	Dampens enthusiasm Stays uninvolved Is not exciting Indifferent to plans Judges others Sarcastic and teasing Resists change	Lives through others Insecure socially Withdrawn and remote Critical of others Holds back affection Dislikes those in opposition Suspicious of people Antagonistic and vengeful Unforgiving Full of contradictions Skeptical of compliments

# Four Personality Types

<p><b>DOMINATE</b>                  Results Oriented                  Quick Decisions                  Direct/ Independent                  Power/ Authority                  Likes management                  Time is valuable</p>	<p><i>INFLUENCING</i>                  People Oriented                  Love to talk                  Motivational                  Enthusiastic                  Recognition Focused                  Not Detail-Oriented</p>	<p><b>STEADY</b>                  Family Oriented                  Loyal/ Good Listener                  Slow to Change                  Security Focused                  Abides by the rules                  Easy Going</p>	<p><b>COMPLIANT</b>                  Detailed Oriented                  Perfectionist/Organized                  Exacting/Precise                  Conscientious                  Analytical                  Changes gradually</p>
--	--	--	---

<p>Result Oriented  <b>DOMINANCE...</b> Characteristics are:</p> <p><b>Quick General Identification:</b>                  Will tell you all about their accomplishments. Has this many degrees, this accommodation, etc. Very little if anything about themselves or their family.</p> <p><b>What To Expect:</b>                  Impatience– impulsive take-over type of person. May appear to be rude or abrasive. Generally does not care about outward appearances. Task oriented– gives commands. Thick skinned.</p> <p>Do a short interview get to the point quickly. Stressing benefits, management, high income, having authority and being her own boss. Be firm. Use short responses. Be sure of yourself.</p> <p>Her greatest fear is being take advantage of.</p>	<p>People Oriented  <i>INFLUENCING...</i> Characteristics are:</p> <p><b>Quick General Identification:</b>                  Will talk about herself and what she likes.</p> <p><b>What to Expect:</b>                  Will talk a lot. Has a high ego. Friendly, enthusiastic and outgoing. Probably will interrupt. May not stay on subject. Does not like rejection. May get emotional.</p> <p>Do a long relationship building interview talking about the impact she will have on people. Tell her about Seminar. Don't try to dominate the conversation. Likes special attention.</p> <p>Her greatest fear is loss of social recognition</p>
<p>Family Oriented  <b>STEADINESS...</b> Characteristics are:</p> <p><b>Quick General Identification:</b>                  Will tell you all about their family and very little about themselves, if anything.</p> <p><b>What To Expect:</b>                  Very security conscious. Likes organization. Slow to act. Is well organized. May have questions written down. Is prepared. Is tolerant. Doesn't like changes– likes the status quo</p> <p>Do a two– part interview sharing facts, building credibility and guaranteeing time with her family and lots of training. Show how the career will revolve around her family. Take it slow and easy. Don't push. Be sincere and low key. Assure and re-assure.</p> <p>Her greatest fear is loss of security.</p>	<p>Detail Oriented  <b>COMPLIANCE...</b> Characteristics are:</p> <p><b>Quick General Identification:</b>                  Will usually answer with a question- “what do you mean? Or what do you want to know?” Details, Details.</p> <p><b>What To Expect:</b>                  Neat and orderly. Will be prepared. Will have detailed, precise questions or complaints. Likes structures and know policy and systems. May talk about policy. Is conservative and tends to be a perfectionist.</p> <p>Do a two-part interview sharing facts and giving her every piece of literature she will take. Talk about what a great trainer she will be and what a good Director she would make. Needs time to think and consult. Answer all questions carefully and complaints completely. Talk about systems and structure.</p> <p>Her greatest fear is criticism of her work.</p>

## Advantages

<p><b>D</b>                  Leadership                  Be your own BOSS                  No glass ceiling on earning potential                  Rapid advancement                  Independence                  Flexibility</p>	<p><b>I</b>                  Working with people                  Impact she can have on them                  Awards, prizes, cars, seminar                  Positive, uplifting environment                  Lifetime friendships                  Recognition                  Ability to be creative</p>	<p><b>S</b>                  Keeping priorities in order                  Time with family and how this will help provide for them                  No quotas, no territories                  No financial Risk \$\$\$                  Flexibility                  Local training/ Support                  Friends she will make</p>	<p><b>C</b>                  Flexibility/ work own hours                  Persona Growth                  Tax deductions                  Local training/ Support                  Company support                  Leadership                  Will appreciate all educational material available</p>
--	--	--	--

# Strategies for Blending and Capitalizing

<u>The Worker</u>	<u>The Talker</u>
<p><b><i>Dominance</i></b></p> <p><b>Remember, A High D May Want:</b> Authority, challenges, prestige, freedom, varied activities, growth assignments, “bottom line” approach, opportunity for advancement</p> <p><b>Provide</b> direct answers, be brief and to the point.</p> <p><b>Ask</b> “what” questions, not how.</p> <p><b>Stick</b> to business, result they desire.</p> <p><b>Outline</b> possibilities for person to get results, solve problems, be in charge.</p> <p><b>Stress</b> logical benefits of featured ideas, approaches.</p> <p><b>When</b> in agreement, agree with facts and ideas rather than the person</p> <p><b>If</b> timeliness or sanctions exist, get these into the open as related to end results or objectives.</p>	<p><b><i>Influence</i></b></p> <p><b>Remember, A High I May Want:</b> Social recognition, popularity, people to talk to, freedom from control to detail, favorable working conditions, recognition of abilities, chance to motivate people, inclusion by others.</p> <p><b>Provide</b> favorable, friendly environment</p> <p><b>Provide</b> chance for them to verbalize about ideas, people and their intuition.</p> <p><b>Offer</b> them ideas for transferring talking into action.</p> <p><b>Provide</b> testimonials.</p> <p><b>Provide</b> time for stimulating, sociable activities.</p> <p><b>Provide</b> details for writing, but don’t dwell on these.</p> <p><b>Provide</b> a participative relationship.</p> <p><b>Provide</b> incentives for taking on tasks.</p>
<p style="text-align: center;"><u>The Watcher</u></p> <p><b><i>Steadiness</i></b></p> <p><b>Remember, A High S May Want:</b> Security of situation, time to adjust to change, appreciation, identification with group, limited territory, areas of specialization.</p> <p><b>Provide</b> a sincere, personal and agreeable environment.</p> <p><b>Provide</b> a sincere interest in them as a person.</p> <p><b>Focus</b> on answers to “how” questions to provide them with clarification.</p> <p><b>Be</b> patient in drawing out their goals.</p> <p><b>Present</b> ideas of departures from current practices in a non-threatening manner; give them a chance to adjust.</p> <p><b>Clearly</b> define goals, roles, or procedures and their place in the overall plan.</p> <p><b>Provide</b> personal assurances of follow-up support.</p> <p><b>Emphasize</b> how their actions will minimize risks involved and enhance current practice.</p>	<p style="text-align: center;"><u>The Thinker</u></p> <p><b><i>Conscientiousness</i></b></p> <p><b>Remember, A High C May Want:</b> Personal autonomy, opportunity for careful planning, exact job descriptions, precise expectations.</p> <p><b>Take</b> time to prepare your case in advance.</p> <p><b>Provide</b> straight pros and cons of ideas.</p> <p><b>Support</b> ideas with accurate data.</p> <p><b>Provide</b> reassurance that no surprises will occur.</p> <p><b>Provide</b> exact job description with precise explanation of how it fits in the big picture.</p> <p><b>Review</b> recommendations to them in a systematic and comprehensive manner.</p> <p><b>If</b> agreeing, be specific.</p> <p><b>If</b> disagreeing, disagree with the facts rather than the person.</p> <p><b>Be</b> prepared to provide explanations in a patient, persistent, diplomatic manner.</p>

## Keys for Relating with the High D Style

### Remember.... Someone with a High D Style wants:

Power-authority  
Prestige  
Challenge  
Opportunity for advancement  
Accomplishments-results  
To know “bottom line” pay-offs  
Wide scope of operation  
Direct Answers  
Freedom from controls, supervision and detail  
Efficiency of operation  
New and varied activities

### You can assist them as they develop by:

Negotiated commitment on an individual basis  
Identification with others  
A focus on benefits or intrinsic rewards (end goal)  
Ways to pace themselves and relax more  
Difficult assignments  
A focus on results expected  
Understanding of people, logical approach  
Empathy  
Techniques based on practical experience  
Awareness that sanctions exist (follow rules)  
Occasional “stimulus” towards self-development

## Keys for Relating with the High I Style

### Remember.... Someone with a High I Style wants:

Popularity-social recognition  
Noteworthy rewards  
Public recognition of their ability  
People to talk to  
Favorable working conditions  
Group activities outside of the job  
Casual warm relationships  
Freedom from control and detail  
Approval and friendliness  
Identification with others

### You can assist them as they develop by:

Control of time  
Objectivity  
Business (profit) emphasis  
Organization skills  
Participatory management  
Emotional control  
Sense of urgency  
Control of performance by work unit requirements  
Confidence in product/service  
Analysis of data, procedures  
Personal financial management  
Closer supervision  
More precise presentation

## Keys for Relating with the High C Style

### Remember.... Someone with a High C Style wants:

Clearly Defined performance expectations  
Limited exposure  
Reserved, business-like environment  
references, verification  
opportunity to demonstrate expertise  
No sudden or abrupt changes  
Person autonomy  
Personal attention to their objectives  
Selective involvement

### You can assist them as they develop by:

Realistic assessment of practical limits  
Utilization of their intuitive abilities  
More confidence in self  
Tolerance for conflict  
Support when under pressure  
Appreciation of other’s explanations  
Group participation  
Tolerance of ambiguity  
Involvement with different types of people  
Encouragement to be independent  
Accept “trade-offs”, step-wise improvements  
Self-acceptance of their limitations, efforts

## Keys for Relating with the High S Style

### Remember.... Someone with a High S Style wants:

Status quo  
Security of situation  
Covering references  
Happy relationships  
Simple, repeated procedures  
Sincerity  
Limited territory  
Longer time to adjust to change  
Genuine appreciation  
Identification with others  
Recognition for Service  
Opportunity to specialize

### You can assist them as they develop by:

Openness to change  
Concrete self-rewards  
Self-affirmation  
Introduction to new groups  
Others who recognize their career  
Short-cut methods  
No superficial approach  
Structured presentation skills  
Feeling of worth while accomplishments  
Quality products to believe in  
Associates of similar competence

# Write an Elevator Speech

An elevator speech, is a one or two-sentence statement you can make in 15 seconds or less that introduces you and your unique offer. Your elevator speech should have the general form, "I do (nature of service) for (ideal client) so that they can (benefit to the client)".

**A good elevator speech will most likely evolve over days, weeks, or months.** Start the evolutionary process by writing your first draft. In other words, don't wait for the perfect elevator speech. Write an imperfect one, use it, and the perfect one will evolve in time.

You want it to be focused on the listener, not the SPEAKER.

## Make Your Elevator Speech Work

Okay, we all need an engaging introduction, so we don't babble incoherently when a client asks a simple question like, "Tell me what you do." Here are a few ideas on how to develop and deliver an elevator speech that helps move a client conversation in a positive direction.

Keep your response to less than thirty seconds. Be prepared to follow up with brief, additional details. Don't feel compelled to put that information in the initial introduction. Wait until you're asked. In short, keep your elevator pitch simple, direct, and factual.

## Be Memorable for What You Don't Say

Instead of tooting your own horn, encourage clients to talk about the issues as quickly as possible. Remember, most clients don't really care about your business. They care about their own problems—that's why you're with them.

Direct the conversation to a genuine discussion of the client's issues and you'll get a welcome reception. Resist the urge to tell the client something. Use the time to listen, observe, and comment as needed.

The more you can learn about clients' problems, the easier it will be to help them. So, get the client engaged in a dialogue, and be as memorable for what you don't say as what you do say.

## Answer with Questions

A well-timed, insightful question will have a far bigger impact on a client than any elevator speech. A consultant can counterbalance the impact of even a dreadful opening spiel with a single, relevant question.

If you succeed in turning your introduction into an opportunity for the client to talk, questions will be your best tool for gaining immediate credibility. You should keep the conversation flowing by asking diagnostic and clarifying questions. Don't hesitate to let the client know how you've faced, and overcome, similar challenges.

## Here are 9 Tips for Creating Your Powerful Elevator Speech.

1. **In your opening sentence, make it very clear who you work with.** A suggested format is, I work with *target market* who. For example, I work with women who want to build a business or want to take care of their skin. If the person you're talking with is a member of your target market, they will immediately be intrigued. If they are not part of your target market, then depending on what you say next, they will most likely think of friends and colleagues who could use your services.
2. **Describe the biggest problem you solve for your target market.** Your solution should be short and punchy. A suggested formula is, I work with *target market* who has (describe problem). For example, I work with women who want to build a business FOR themselves but not BY themselves while maintaining a balance in their life. Focus on a problem you can solve as opposed to an aspiration or a desire the potential client has. People will act more quickly and pay more money to solve problems than they will to have their aspirations or desires managed. However, if you do want to focus on aspirations and desires, just replace problem with aspirations/desires.
3. **When you get the response, that sounds really interesting, tell me more, resist telling the person anything about your solution, your process or how you go about doing what you do.** It is far too early for this information to be given, and if you give it now, you'll lose their interest. Nobody cares about your solution unless they know first that you can solve a problem. People do not buy the process -- they buy the end result. So when they say, tell me more, respond with some major key results your clients will receive. Example is; Our consultants we work with find building a successful business a lot easier, a lot less stressful and more fun because of all the support we offer.

4. **Remember that most people tend to think of stereotypical images of various professions.** When I say lawyer to you, what comes to mind? When I say accountant, what comes to mind? Also, if I was to say I was a lawyer or an accountant, would your natural reaction be to say, tell me more? To avoid being labeled with stereotypical perceptions, do not put a label in your Elevator Speech. Another label to avoid is the name of your company. No one cares at this stage.
5. **Check to see that you are using simple, conversational words.** Simplicity is the key. Your Elevator Speech is what you say to everyone. Everyone is either a potential client or knows of a potential client. Everyone needs to understand what you're saying in layman's terms.
6. **Remember it's all about them, not you.** Hence check to see that you only mention I once. The one time you can use it is at the beginning when you say, I work with *target market*.
7. **Practice, practice, practice.** Practice saying your Elevator Speech until it becomes an automatic and natural response to the question: *What do you do?*
8. **You're in the business of helping people solve problems.** You're a big problem solver. It is your purpose, your moral obligation to help as many people as possible. See this, know this and let your passion and enthusiasm shine through. It's not just the words in your Elevator Speech that will have an impact but it's also the passion and enthusiasm with which you convey the words that will positively influence your potential clients. Being passionate and enthusiastic about helping people solve their problems is very magnetic to people. They will naturally want to know more.
9. **Test, tweak, test, tweak, test, tweak, and test your Elevator Speech.** Test for the verbal responses like, Tell me more. Wow that sounds really interesting. Also test for non-verbal responses. Is the person opening their eyes, looking at you more intently or leaning towards you? You will know and feel when you have a powerful Elevator speech.

First let me tell you what NOT to do. Don't talk about you, don't talk about your products. In as short a statement as possible tell them the *measurable results you deliver*, and *who you deliver them to*. Then shut up. Don't try to tell them EVERYTHING in one breath. Tell them something that is so powerfully grabbing that they just have to ask you for more, and even then when you respond keep it short, keep them asking for more.

### **So, how do you do that?**

Here is an exercise that usually changes not only how you present yourself, but often it goes so deep that it changes your vision of who and what you are as an entire business.

Take out a sheet of paper and create 4 columns. Consider this activity as brainstorming, a work in progress, that will continually change not only as you work your way through it this time, but should get you thinking so that you will continually come back to the worksheet to make the answers better and better over the next few weeks. So, for your first pass, don't worry about getting "the perfect" answer, just get something down on paper to start the thinking process.

You'll come back later and make it better and better.

### **The first column, far left. Products, services and/or features.**

List your products, services and/or features down this column. For most people this has been what you have been telling the world that you do or sell. It's going to change, believe me. List each and every one.

### **The 2nd column to the right. Benefits, why buy the product?**

For every item in the column to the left, directly across from each one write what the benefit of buying that product is. Think more in terms of bottom-line results. After you have written down why someone should buy the product ask yourself why someone would even want whatever it was you wrote down there. Keep asking yourself why, why, why until you've gotten down to the real bottom-line of why someone should buy your product.

### **The 3rd column. Why buy the product from me?**

Just imagine that you are standing on a street corner with hundreds of other people. They all are wearing the same clothes, same height, same skin color, same hair color. You'll be lost in that crowd. Your job now is to find what makes you so different that you will be "the first" person seen when a stranger walks up to that crowd. And, eventually we'll want people to come to THAT street corner looking for just you.

At this point, take your best shot as to why someone should want to buy from you. Again, this had better be about results that someone will get from YOU. Just get something down. Then ask yourself why would someone want this and keep asking why this over and over until you've gotten the right answer. After we've answered the question in the fourth column, you'll probably come back and change this or make it even better.

**Caution:** Don't make your advantage about price, that is a losing proposition under almost any condition, you've got to find something better than that. In fact that is likely to make you like most of the others on that street corner.

#### **The 4th column. Measurable results.**

This is where the rubber meets the road and where you will find the most powerful statement for your marketing, and for your 30-second elevators speech. Looking back at the benefits of the product, and the advantages of working with you, turn both of them into measurable results (not activities....RESULTS).

Consider the measurements and how you will present them. Write down some measurable results: average, maximum, minimum. You can state a fact that a customer typically gets \_\_\_\_, or, you guarantee a minimum result of \_\_\_\_\_, etc. The first part of this is stating very clearly what you have done, what you will do, or what you'll guarantee.

Making your results measurable gives a very visual perceived value for what you do. People buy you or your product based on the value they perceive you will deliver, so help them find that value and make it so visual that they don't have to guess. No one else on that street corner is doing that. They have been selling a product, a service, or if they have sold a benefit it has been vague. You will stand out, your sales will catapult.

It wouldn't hurt to go back to "Why buy the product?" and "Why buy it from me?" and revise it.

Usually once you've come up with those measurements, the benefits of the product, and even the benefits of working with them start changing. So, review, change, and go through it again. Get out there and use it. Over the next few weeks keep looking for the ideal measurement, and come back to revise over and over. It'll keep getting better.

Other examples:

**I help women, who want to become entrepreneurs, build a successful business that they can manage from their homes and still balance their family.**

Other Examples:

**I help women grow their self esteem and self confidence by teaching them to make the most of themselves and put their best face forward.**

**I work for a cosmetic company that specializes in Anti-Aging Skin Care and Mineral Makeup.**

# Sharing Through Conversation

Conversational sharing is something that will become a part of what you do in your Mary Kay business. When you share with someone, I know you will be so excited about it because you really want to become someone who focuses on others and you totally take yourself out of the equation.

It is important to remember what Zig Ziglar often talks about. He says “A good sales person always feels he offers things to solve problems for others and that our job is to look for people who have a problem we can solve with the things we have to offer. It is not about convincing them that they have a problem so we can solve it.”

As you start to share with people you may experience many different feelings about sharing. What I ask you to do is think about what we are sharing with you about your business and conversational sharing, compare to what you're thinking and make a conscience decision to change the thoughts that would keep you from sharing.

In an effort to do that “**ASK**” yourself these questions:

**Do you believe** Mary Kay's products could be beneficial and of interest to others?

**Do you believe** that you have a hostess program that could really be a great gift to someone-that is really all about helping them earn free products?

**Do you believe** that you have an opportunity for people to earn income, experience personal growth and/or increase their confidence?

If the answers to the above are yes and you truly believe these things you're on your way to becoming a “**Professional Sharer**” who shares with everyone.

Experience has shown that some of the concerns and obstacles for consultants have been:

As little girls we were taught not to talk to strangers.

Not wanting women to say No. Interrupting that as rejection instead of just a no thank you.

Learning to work through uncomfortable feelings that come from doing something new.

As long as you share with everyone there will be plenty of people who choose to say 'yes'. It is just your job to find them. **Sharing is offering!** Sharing is so rewarding and is always successful with the right purpose behind it.

When you decide it is perfectly ok for people to say “No, thank you” when you share, but it is not ok to hesitate to share because they might say “no”.

Thoughts attached to sharing are what cause problems. If you say I will be happy with what ever any on says to me then you are truly sharing with no feelings attached.

**Sharing is based on having something to offer not on what the response will be.**

The skill you will be working on if referred to as “**Bridging**”. By bridging, you are building a connection from a current thought to a new thought that is developed from the topic of conversation. We share products, opportunity and customer service:

## **Ideas/Examples:**

Shopping can be profitable! Going to the store or mall today?

When you have someone give you good customer service, say “I really appreciate your customer service today”. That is something I always focus on in my business too. Are you familiar with Mary Kay? Wait for response and response accordingly. You have heard of us had anyone ever given you a complimentary pampering session? NO! How did we miss you? I would love to offer to pamper you is there any reason why we couldn't get together? My name is \_\_\_\_\_ what was your name, I'll tell you what since this is not the appropriate time why don't you write you name and number here and I'll give you a call. Hand her your pen and card to write on.

While you are at any store standing in line at the register, you can be sharing Mary Kay with other customers who are also in line.

Say thing like “So you come here often?” or “Does the line seem long?”

Are you going to a restaurant today? If the waitress is great then say: I’m looking for women just like you to be a part of my team. Have you ever heard of Mary Kay? Would earning extra income by doing something alongside your current job be of interest to you? I’m always looking for (give sincere compliment) people to join me. This business is a lot of fun. I’d love to get some information to you about all the services we offer. Would you feel comfortable giving me your name and telephone number so that I can do that?

“One of the things I love to do is help others start a home-based business. Have you ever thought about doing something along side your family and other activities to earn extra income?”

I would feel so bad if I left here without giving you my card because (give a sincere compliment). One of the wonderful things about Mary Kay is I get to select the women I share with and I would love to pamper you!

**Be prepared:** Small spiral notepad, pen business cards, (could give samples lipstick, eye shadow, cheek or gift certificate etc. but not necessary). Make sure you write down notes after you leave her to jog your memory later when you follow up. You might write date, location and something about her that struck you (she was nice, had 3 children etc. **Follow up is crucial 24 to 48 hours after talking with her!!!!!!**)

**Are you ready to practice the skill of bridging through sharing? Remember practicing is doing. It is like learning to drive-the minute you are behind the wheel driving you are practicing and moving forward.**

Sharing vs. thinking: “**Thinking long is thinking wrong.**” Then you are thinking about the results not sharing.

Expect, accept and respect **NO’s** this is the true secret to being a successful sharer.

**When sharing and some says no**, just smile and say, “Thanks so much for being honest with me. I’m so glad you felt you could be or Thank you for your time I enjoyed sharing with you.

Sharing your business opportunity with everyone. Believe it is ok for people to say no, not just say it is and then watch what happens as you share with EVERYONE. You will have more business than you can imagine. You will know you are sharing for the right reasons when a no does not cause you to even hesitate a second to share with someone else. Your thoughts attached to your sharing can be pushy, but the act of sharing is kind. Feeling everyone should say yes, that is pushy. Deciding to give everyone the opportunity to say yes if they choose to is the way we were taught to share.

Make a point of sharing in these situations. Practicing the language will lead to confidence. I always feel that when you do go out and do this, you are 100% successful in sharing. The booking and recruiting results will be there from all the sharing. **Remember you have to share, care and be proud of what you do in order to help others.** We have to be patient to find the people who want our help. A no is just part of the process to getting to a yes! Would you ever stop offering a piece of cake to guests at your home just because someone said no? Would you feel everyone deserves to be offered? The possibility of hearing no’s should never keep us from sharing!

Learn to paint pictures with your words of what trying Mary Kay, being a hostess, having a home based business has to offer her.

**Don’t forget to relax, smile and have fun!!!!!!**

# Lipstick/Lip gloss Survey

*Step One!* Order lipstick/lip gloss samples.

*Step Two!* Put them in your purse.

*Step Three!* Say: "Hi I am \_\_\_\_\_ and I'm giving out lipstick/gloss samples. We have some fantastic new lip colors. Option: We are having a contest to see who can hand out the most this week/month!!! (Open your case & let HER choose) Is there any reason why you couldn't give us your opinion of our new lipstick/gloss. All you need to do is take this sample home and give it a try. I'll need a name and number to get back with you tomorrow to ask you a couple of questions about the product.

What is a good time to call? Great, thank you so much. I can't wait to hear what you think of our new lipstick/gloss.

*Step four!* MOST IMPORTANT STEP! FOLLOW UP!!!!

Hi, \_\_\_\_\_. This is \_\_\_\_\_ (use first name only, pause and wait for a response.)

If you recall I met you yesterday at \_\_\_\_\_. (Pause and wait for a response)

Is this a convenient time for you to talk? (Pause and wait for a response)

Did you get a chance to try the samples I gave you? (Pause and wait for a response)

*If yes,*

1. Did you find the products enjoyable? \_\_\_Yes \_\_\_No
2. What lip colors do you like to wear?...\_\_Reds \_\_\_Neutrals \_\_\_Metals  
\_\_\_Pinks \_\_\_Berries \_\_\_Chocolates \_\_\_Tawnies \_\_\_ Other
3. Are you interested in purchasing the product you tried? \_\_\_Yes \_\_\_No
4. Have you ever experienced Mary Kay products? \_\_\_Yes (If yes, do you have a consultant?) \_\_\_NO
5. (Her Name) ,One of the special services we offer with Mary Kay is a pampering session to get your opinion and let you experience our entire line, not just a lipstick/gloss. I would love to treat you. It only takes about an hour, is \_\_\_\_\_ or \_\_\_\_\_ better for you?
6. (Her name) , you know it's more fun if you share your pampering session with a couple of friends. As my special thank you for helping me with my survey and sharing your pampering session with friends you will receive....  
(use your current hostess plan or 10% off per guest anything you want to purchase that day up to 50%!!

(Wait for her response, if there isn't one ask)

Does that sound like something you'd enjoy?

# Flower Booking Honoring Working Women

## Supplies

1. Buy flowers...24 to 48 preferably roses, could be carnations... multi-colored if possible  
Cost co and Sam's Club have very beautiful flowers and cost effective.
2. Bag to hold raffle tickets, nice pen.  
Few business cards, Look Book, gift certificates, maybe a few samples these items are **only** to be used if someone asks for a business card, book or sample.

**Remember this is not a selling appointment or time for soliciting.**

**Hints Professional attire – you only have one chance to make your first impression count!**

1. Wear a business suit!
2. Smile, eye contact – CRUCIAL
3. Assume they will say yes!
4. Set aside 1 to 2 hours to pass out 24-48 roses
5. Offices, Medical, title and real estate, any office buildings
6. I suggest you do this Mon – Thurs. Timing is very important arrive at the location by 9 am ready to go with flowers, tickets and pen in hand. This is so you caught them before lunch.
7. You may go in pairs if you like , but not necessary

## Dialogue:

“Hi, I am \_\_\_\_\_ with Mary Kay and I'm honoring working women today by giving you a rose which color would you like? (Smile, eye contact, present the flowers **while you're talking**).

We are doing a free product drawing for anyone who doesn't have a consultant, (Smile, nod your head and **hand them a ticket**) if just put your name and **day** time phone number I'll enter you.

When she hands back the ticket ask: Is this your work number (make note of work, home or cell) If not work ask the best time to call?

**If she says No** say, “Enjoy your rose” and have a great week.

When you leave write any important notes on the ticket: she was nice, recruit prospect .....

## Make a list:

For tracking purposes I suggest you type up a list titled flower booking with the date and all the names and phone numbers. This will help with follow up and tracking.

## Booking calls:

**Following-Up quickly is crucial to success!**

Whatever day you choose: Call **ALL** the leads using the following dialogue

## Follow up Dialogue:

Hi \_\_\_\_\_ this is \_\_\_\_\_ do you remember me, I was honoring working women last week and I gave you a rose!

(Wait for a response)

Did you take it home or keep it at work? (breaking the ice and building rapport)

I'm calling you with the results of my drawing and guess what? (They say what) You're one of my winners!!! Do you want to know what you've won? (They say yeah) You've won a \$\_\_\_ gift card and a pampering session.

I'm calling to see when we can get together so you can get your stuff!

Is a day, evening or week-end better for you?

I have a couple of options is \_\_\_\_\_ or \_\_\_\_\_ better for you?

- **Your options will very depending on your personal situation, if you have model make over at your weekly meeting, special events, if you can hold day, evening or week-end pampering sessions.**

(Pause for a response)

If **“YES”** set a day and time

## Below are other options to consider:

**If there was more then one person in the office you might address that by saying:**

Oh Carol and Mary were winners too, why don't we do it together and that way we can include Dolly and Joan. They didn't win a prize but I can still treat them to the pampering session!"

**Turning facial into class:**

\_\_\_ (her name)\_\_\_, you know many of the women are having more fun by sharing their pampering with a couple of friends. I want you to know it would be complimentary to your guests but they would not get the \$ \_\_\_\_\_ you're getting but could still have the fun.

(Wait for response, if there isn't one ask) How does that sound?

**Note: Remember they don't know you, haven't meant you and don't know what you're up to. Don't push here accept if she only wants to get together with you alone. Experience has shown sometimes they have to feel comfortable with you first and after there pampering will want to share there follow up facial with guests!**

If “No” say I understand, could I ask you one quick question?

If you could improve one thing about your skin what would it be?

(Her name) that’s one of the reasons I was hoping to visit with you. Actually a number of our clients have had the same concerns, especially with (her concern). I would like to get together and share with you how we have helped them. Would \_\_\_\_\_ or \_\_\_\_\_ work better for you?

If **still no**, thank her and offer if you could be of any service to her in the future please feel free to call you.

**Giving her an understanding of what we offer:**

- (Her name) one of our special services we offer with Mary Kay is a pampering session to get your opinion and let you experience our entire line (if you are giving out samples instead of flowers you can add not just our sample). It would be great to see the results it would give you with your (her concern) \_\_\_\_\_.  
Is \_\_\_\_\_ or \_\_\_\_\_ better for you?

**THE AWESOME PART IS THEY ARE SO RECEPTIVE... You can accomplish a POWER START in any month you choose! .... soooo I wish for you the FUN we have had. The great part is you can do this over and over. Some women in our Unit are doing it weekly as an active part of there business.**

**\*\*VERY IMPORTANT FOLLOW UP IS THE KEY. You need to follow up quickly!!!! Flowers die fast and a HOT lead can turn cold quickly so follow through and success will be yours!**

# Overcoming Objections

## Booking Objections

I'm too busy.

I know exactly what you mean. Life seems to be flying by. Do you ever feel like you need a little personal pampering time? How about inviting 2 or 3 friends over for a 1 hour pampering session?

I use Brand X.

That's great! It's obvious that you're investing time & money in your skin care. Let me ask you, do you feel you're getting the results you want for the price you're paying? I would love to take 45 minutes to show you the #1 brand in the US and get your opinion. I can share with you how much money I can save you.

I don't wear makeup.

That's perfect! You might be surprised to know that Mary Kay is the leading developer of basic skin care products. I would really love to get your opinion of our skin care basics. We won't even mess with the glamour.

## Selling Objections

My husband would have a fit

Are you currently using some kind of skin care product?

Well, wouldn't your husband be willing to let you spend your money on a product that will work and is 100% guaranteed if you are unsatisfied? I know mine would. We have several ways to make the payments easy on both of you.

I tried MK & it broke me out!

I'm allergic!

I'm sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of our \$ back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I'll give you credit for them.

Great! Is there a day this week that will work or do we need to look at next week?

I don't have the money.

You know, I can understand that. If I could show you a way to earn part or all of the products you want, would you be interested?

I would love for you to be able to take home the products you want tonight and we can work out a plan to pay for part of it and earn the rest through hostess

I just bought a supply of Brand X

OR

May I ask you a question? Having tried Mary Kay, do you feel like it is as good or better than what you are using? I would love for you to try our products. If you try them for 2 weeks and aren't completely satisfied, it is 100% guaranteed!

May I ask you a question? If you had not bought \_\_\_ would you have given Mary Kay a try? If yes, say great! May I give you a call when you have used up your supply? How long do you think it will last a month or couple weeks? If you finish before then just call.

I tried MK & it broke me out!

I'm allergic!

I'm sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of our \$ back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I'll give you credit for them.

Great! Would you like to use cash, check, credit card or our creative payment plan.

# Follow up and Follow Through for Results...

Hi \_\_\_\_\_, this is \_\_\_\_\_. Your consultant from yesterday. Do you have a minute or are you busy with your family? I wanted to follow up after yesterday and thank you so much for coming. It meant a lot to me. I am currently finishing a huge goal of (completing my Power/Perfect Start, earning my car, finishing my Star, etc). I really appreciate you taking time to help me toward that goal! Thank-you.

- Did you have a good time yesterday?
- What did you like best?
- Did you learn anything about your skin care and/or glamour that you didn't already know?
- Were there any products that you didn't purchase last night that you can't live without? It'll be doing deliveries later on in the week and I'd be happy to drop by anything your are in need of.
- As you listened to the Mary Kay marketing plan, and the opportunity it offers to consultants, what impressed you the most about what you heard?

Have you ever thought about doing anything like Mary Kay, part-time for extra money?

## Recruiting Objections

