

RECRUITING:

Deanna Spillman's Guest Follow up & Overcoming Objections

Follow Up and Follow Through for Results. . .

Hi _____, this is _____. Do you have a minute or are you busy with your family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of (completing my Power/Perfect Start) (earning my car) (finishing my STAR). I really appreciate your taking time to help me toward that goal! Thank you!

Did you have a good time last night? _____

What did you like best? _____

Did you learn anything about skin care and glamour that you didn't already know? _____

Were there any products that you didn't purchase last night that you can't live without? I'll be doing deliveries later on in the week and I'd be happy to drop by anything you 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?

At this point she'll usually say something like: Well yeah, but I really don't have any time right now or I could never sell anything or some sort of objection! Overcome every objection with a question. See below. After you ask each question and get an answer from her, you MUST follow it with...Great...what would keep you from getting started today, or what else would hold you back! This is critical. You must ask for the agreement after each objection is overcome! You can't just overcome the objection and then stop!

OBJECTION:

I don't have time.

I don't have any money.

If you think she's just saying she doesn't have money (but she does). . .ask her

I'm not the sales type.

I don't know anybody.

QUESTION:

If I could teach you how to earn an extra \$100 per week—that's \$400 per month—working 3 hours a week, and eventually double that to \$200/week, could you find 3 hours?

Do you have a credit card? Do you know somebody who loves you with a credit card? If I could show you how to earn your \$100 back.

If we could find you the \$100, is this something you would like to do?

Would you believe that probably 90% of the women who start Mary Kay are not the sales type? (yes) If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it? Do you believe that women love to take care of their skin with great products? (yes) If I could teach you how to help them do that, rather than try to SELL them something, would you feel better about doing Mary Kay? What was the first thing (I) (my Director) said before (I) (she) showed the sets at the class? (You're not under any obligation to buy a thing). Did you feel that (I) (she) was pushy? (they say no) Do you know that (I) (we) sold \$_____ in product at that class? Women love to shop? If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay?

Do you know a person who might be a practice face for you? (yes) If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn? Do you know that many of our most successful consultants didn't start with people they knew? If I can teach you how to meet people, would you be excited about a Mary Kay business?

I don't wear makeup.

Do you feel skin care is important? (yes – if she says no, you probably don't want to recruit her). Would you be surprised to learn that the many of our most successful consultants and Directors don't really wear a lot of makeup, but they are committed to good skin care? Would you be surprised to learn that the majority of your Mary Kay income will come from women buying skin care and body care rather than makeup?

I don't want to talk to strangers.

If I could teach you how to build your business without talking to strangers, would you be willing to learn? If I could teach you how to build your Mary Kay business without talking to strangers, would you be excited to give it a try?

I need to talk to my husband.

What will your husband say?

If she says. . .**he'll say to do whatever I want.**

So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great, when will you be able to talk to your husband? (Then set a time to call her back.)

If she says. . .**he won't want me to do it.**

May I make a suggestion? (sure) Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity—so after you order your kit, you'd like him to come to Orientation with you and get his opinion of the business as well. Then when you come to Orientation with my Director...both of you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that? (Wait for her answer and then say...) Would you agree with me that we could pretty much get our husband's to let us do whatever we want as long as they know it is important to us? Just let him know this is important to you. (Then set a time to call her back.)

I don't think I'd like doing Mary Kay.

Let me ask you a question? OR May I ask

you a question. If you WERE going to do something like Mary Kay, what would be your reason? Would it be to get out of the house? Would it be for money? Would it be for something that is just yours? (Wait for her answer, then say...) If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? (Then she'll start giving you her real objection) and you can start overcoming them as outlined above.

I'm too shy.

Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business and have done very well? Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness AND makes you money in the process? Would it surprise you to know that most shy people are very sincere and sincerity is one of the best qualities a Mary Kay consultant can possess?

I know someone who did Mary Kay once and she didn't make any money/failed, etc.

Would you agree with me that there is probably someone in every single occupation on earth that hasn't done well while others did? (yes) So what makes you think you wouldn't do well? Would you agree that her lack of success might have more to do with her personal situation than with Mary Kay? Let me ask you a question. Have you ever worked with someone at your job who failed/quit? (yes) Did her quitting keep you from being successful at YOUR job, did it? (no) The same is true of Mary Kay. We each have our own opportunity. It is not dependent on others.

If they give you a bunch of objections and you can't get them to say yes or no...

(In a soft voice.) May I ask you a question? (yes) Do you think you're just scared? (yes) Well, what's the very worst thing that could happen to you? (wait for a response...) then say...do you want to know what I think? (yes) I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life...does that scare you? I totally understand. I know how you feel, I felt that way myself, but here's

what I've found. We're all scared when we start something new, but what's the worst thing that could happen to you? (wait for response) And what's the best thing that could happen to you?

Overcome objections...use Feel, Felt, Found method...ask questions to overcome objections...listen more than you talk! After overcoming each objection with a question, say "so what would keep you from getting started right now/today?"

After you overcome all objections, say. . .

Assuming you decided this is something you'd like to try let me tell you what will happen from here so you'll get an idea of what to expect.

The next step would be to fill out your agreement and submit it for approval to my Director. Then we would get you scheduled for New Consultant Orientation. This will include an opportunity for her to discuss individually with you what you want from Mary Kay, and help you tailor it to your life, your schedule and your needs. There are no have-to's, your Director is just there to show you what is available and support you in your business. Unless you have any more questions, it sounds to me like you are at the fun part, which is just deciding. Have you decided this is something you would like to try, or do you need more time to make your decision?

If they say, "I think I want to do this...", you say, "Great. When is a good time today or tonight for me to swing by and pick up your agreement?" (Pick up that day or evening, no exceptions!)

If they say, "I need to think about it..." use the following:

A "GREAT METHOD FOR CLOSING!"

"G" (Ask for a decision)

Great. . .Take the time tonight that you need to make your decision.

"R" (Minimize the decision)

Remember, it's not brain surgery and don't make this a bigger decision than it really is.

"E" (Explain your reason for asking)

Even though I'd love to work with you, I won't pressure you to do Mary Kay. I only want to work with you if you really want to do this. I will, however, ask you to make a decision; because I hate to see you agonize over it. I would not want to become that "pesky" Mary Kay lady.

"A" (Take away the pressure to say yes)

After you have thought about it, if you decide to do this; I'm going to love working with you. If you decide not to, I'm going to love having you as a customer. Either way, we both win, so you just decide what is best for you. I'll call you tomorrow and find out what you have decided.

"T" (Leave her with food for thought)

Two things to consider...the very worst thing that will happen is that you will decide this is not for you, and you'll be right where you are now (state current situation). You'll be able to say, "I tried that, but it wasn't for me", instead of wondering, what if?

I'll call you tomorrow for your decision. When would be a good time to catch you tomorrow? Be sure to give me a call if you have any questions between now and then.