

## How to get started... *by Pam Garner Moore*

Make a list.

Most of your first three –seven will be in your circle of influence presently.

Ask yourself, if I had to hang out with her, would I want to? *Do not prejudge...* select sharp, high character women who probably intimidate you in some way... Woman who have already, at home or in the work force or community, accomplished something.

Then decide that you are going for it... whatever that is. A decided heart filled with passion and enthusiasm will give people something and someone to follow.

Ask God to hand select your team and to direct you to champions.

Memorize and use the four-point rec. plan at EVERY CLASS. Make it a part of you and a part of your process.

Know that that means when you hold 10-12 a month (minimum) you will ask 3-6 per class to hear about me like this. Suzy, I could not help but notice how... (*personable, how much you enjoyed, how great a help you were to me, how genuine and warm you are, etc.*) have you ever considered something like me? *No matter what the answer.* Suzy, I am building a team of sharp women across the nation who are willing to work to make a difference in their lives. I would love to send you home with an audio and some printed information about what I do and to share with you over coffee or a coke who I am looking for. If after hearing what we are about and who I am looking for, you hear anything for you, we will talk more, but if not, you may know of someone that you might recommend and it will give me the exposure as well. Which is better for you, coffee or after work. And schedule...

When you ask 3-6, you will see approximately 2-5 per class. When you see 20-50 from this month of classes, you will add approximately 4-10 new team members. Are you

willing to do the math to make sure you have a gold medal or double gold medal this month...? Remember what Allison Lamarr has taught us.. Success is not magical, it is mathematical. They are waiting for you to ask... they don't know we exist.

## Script for scheduling marketing appts. For the opportunity

Hi Suzy, This is Pam, do you have a quick minute? You know Suzy, you may not know but I have made a decision to build a dynamic team of sharp women who have integrity, are willing to work hard, and want to make some money, I am looking for 12-18 women in the next 18-24 months to train for leadership. You have some of the character traits that I look for in the team that I am building. Let me tell you what I would love to do and you tell me what you think. I want to steal you away for about 30-45 minutes and tell you what that is about, and who I am looking for...and what that would look like and involve. If after hearing the information, you want to know more, we will talk more. However, if after hearing the information, you do not feel that Mary Kay is right for you at this time, at least we will know and you will feel that you have made an informed decision and you may be able to be a talent scout for me. I thank you in advance for your time. Which is best for you, coffee or after work?

My suggestion for massive action is to do several of these back to back from your current circle of influence in one to three days and see as may as possible... then ongoing, do them every week from your classes

*Possibly a few of those with your director or diq*

Offer a sign on bonus for midnight starter kit purchases..

It is important to present the facts in a conversational way without making them feel "pushed" ;I hesitate to say that for all of you who worry about that anyway. But that is a reason to develop this style. Be up front, on purpose and others focused. Work with enough numbers of appointments and prospects so that you will have about 5 or more each on the back burner, still layering and taking good customer care of, 5 or more in the middle of the layering process, and five at the front ready to sign.

If you are working with enough numbers, you are more relaxed in your approach and your body language and demeanor, and you attract them to you. If you are not, you are tempted to manipulate the situation and you tend to repel people or make them feel that tension. You will never be tempted to be me focused when you are in discipline in your numbers.

It is important to take it full circle and keep them in your life as a happy customer and talent scout if they say no or not now.

## What to say when she says yes to being a brand new consultant

When she says yes, let's get started... learn to take her to the next step and be prepared to...

Keep plenty of mk pins and I love to pin her right then and re pin her at meeting. There is something about that pin.

Tell her things like, you will want to come to training right away or visit our next conf. call training. The schedule is this. Everything about the pace for their business begins in the interview.

*Example of the mentality and seed planting for their success.*

We have no personal use positions open. You can develop whatever kind and size of business that you want and we will support you in that. The beginning of that looks like this... your business debut, your training, and your marketing training. Our director will walk you through that one step at a time and from there, you will know all themk menu available to you and you can pick and choose the level you want your business to be.

You will have a short checklist in your folder which is also available at our unit site... give address to go online and you can download it there. You will want to have products on hand and that is a privilege and a choice that is yours. I would never attempt to decide that for you as that is a business decision. But we will equip you with enough info to

make that choice for yourself. You can have an armful or a closet full, whichever works for you.

You may have the emotion of *what have I done?..* normal. We are there to support you. We do not throw you out t here and say, call me when you are good!

One of the very first things that you will do is think of who you would love to take this journey with. Your best friend, your mom, your sister or sister in law... they will be your awesome team members and you can start on the buddy system. You can easily come to your first training with your friend ready to start. Use the marketing line if you want to tell them about us...

Next, you will want to wear a skirt or skirted business suit to our training this coming Tuesday. Pam will contact you before then to welcome you.

One more thing. Please listen to this audio about what to do next and begin making your contact list ...wedding list...

We have a Top unit with a long time history of success. We will be an asset to you and you will be an asset to us.

It is important to keep plugged mi once a week and you will be applauded to the top.

I cannot wait to introduce you...

## What to say if she is taking the sign on bonus challenge

*And the importance of scheduling a time to get a Yes or No..*

Mary Kay always told us that there is a magic 24 hours where when you leave, you often ask you self, what if, how would I etc. if you leave here and begin to ask those, that is

training questions.... You will know to go for it... to do you and me a favor; I am going to ask you for a firm yes or no. I don't want you to think you are disappointing me... I am looking forward to working with you as a client or a consultant. and to save you some agony, we have a bribe, when you do your agreement by midnight tonight, you will get a “ “ and If I don't' hear from you by noon tomorrow, where can I call you to most likely reach you and answer any questions you might have and get your yes or no? Do saved online agreement in person or send email link IMMEDIATELY...tell how. I would love to work with you. And who knows, you may say, what do I have to lose, lets' give it a whirl.

## What to do when her answer is no or not now...how to keep her in your life and take it full circle

If you do not hear from her, call at preselected time, and say, am I speaking to the newest mk consultant in this area? Answer questions if any, assuage fears and then lead her to a yes or no.

If yes, go to steps already mentioned.

If no, thank her so much for considering it and for taking the time to listen. Ask her to come to your next customer event or hostess a class and because she l listened to the facts, offer her an extra bonus for a new spring makeover or pamper party with her friends... and tell her that you value her business and look forward to taking care of her. Tell her that if anytime in the future she wants to re visit it or decides to work with us, you would love to have her and if for any reasons should we lose contact, can you count on her to find you and join your team. You would love the privilege of hanging out with her and mentoring her...

Send her a hand written thank you note again thanking her with a sample of something she has not tried...

It is important to keep people in your life. I have consultants and clients who have been with me through years of stuff and I love them no matter what is going on... and they know it...

Customers who know that I want to work with them and know that I will occasionally ask, is it today/ and tease them. However, when you are working in discipline with the right heart, they will be flattered, not put off...