



Lessons in

# GOLDEN RULE

Thinking



Lesson 4:

The Golden Rule Way to Build a Team





## Lesson 4: The Golden Rule Way to Build a Team

This lesson focuses on the importance of integrity and honesty as it pertains to building your team, specifically:

- The benefits of honoring the relationship between an Independent Beauty Consultant and her customer.
- Suggested ways to present the Mary Kay business opportunity that are based on the Golden Rule.

### **Honoring the Customers of Another Consultant**

A house is only as strong as the foundation upon which it is built, and the foundation of a Mary Kay business is the Golden Rule. As you build your Mary Kay business by building your team, you'll want to make sure it, too, is built on the same firm foundation.

Mary Kay always believed that one way to practice the Golden Rule was to honor the relationship that another Independent Beauty Consultant had built with her customer by referring that customer back to her Consultant instead of trying to recruit her yourself.

How can you make sure that a prospective team member isn't another Consultant's customer?

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Here is a suggestion you might consider:

You can make sure a prospective team member is not another Consultant's customer by first qualifying her. Qualifying means asking questions to find out if a potential customer already has a Consultant. Some of the questions you might ask are:

1. Have you ever tried Mary Kay® products before?
2. Are you using our products now?
3. Do you currently have a Beauty Consultant?
4. When was the last time you had contact with her?
5. Are you on her mailing list?
6. Has anyone ever offered you the Mary Kay opportunity?

If you discover that a prospective team member does have a Consultant, then in honor of the Golden Rule, you would want to refer that potential team member back to her Consultant.

Do you think that qualifying a potential team member begins with your first contact with her? Why or why not?

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Do you think that a potential team member is more than someone to whom you give an Independent Beauty Consultant Agreement in passing without following up? Why or why not?

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*Suggested activity:*

**Walk a Mile in My Shoes**

Mary Kay always said there's a right and a wrong way to do almost everything, including how to build a team. The right way may not always be clear until you do what Mary Kay suggested: *Ask yourself, "How would I want to be treated if I were in her shoes?"*

The purpose of this activity is to help determine the best way to handle some team-building situations that you might find yourself facing at some point in your Mary Kay business by first putting yourself in the other person's shoes.

**Situation #1:**

You meet Betty at one of your child's soccer games. During a conversation, Betty makes it clear that she is interested in the Mary Kay business opportunity. After asking a few questions, however, you find out that Betty is the customer of another Consultant.

Let's pretend that Betty has been a Mary Kay customer for several months and is enjoying several Mary Kay® skin care products. How would you want this situation handled if you were in the shoes of Betty's Consultant? Why?

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How would you want this situation handled if you were in Betty's shoes? Why?

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After looking at it from both viewpoints, how would you handle this situation?

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Here is a suggestion you might consider:

Mary Kay always believed that you should honor the relationship between a Consultant and her customer by not recruiting another Consultant's customer. The best way to handle this situation might be to explain to Betty that the Mary Kay business opportunity is based on the Golden Rule and then refer her back to her established Consultant.

What would you say to Betty when referring her back to her established Consultant?

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Here is a suggested dialogue you might consider:

*Betty, you would make such a great Consultant. I would love more than anything to see you become a part of the Mary Kay family. But you already have a Consultant. You see, Betty, something that's great to know, especially once you start your own Mary Kay business, is that the Mary Kay business opportunity is based on the Golden Rule. Since you are someone else's customer and you already have a relationship with her, it's only fair that she have the privilege of recruiting you. So, why don't you call her and tell her that we've talked and let her know that you're interested in being a part of her team. I know she'll be thrilled.*

Would you handle this situation any differently if you found out that the only established relationship between Betty and her Consultant is that Betty bought a mascara over six months ago and there was no follow up? Why or why not?

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Here is a suggestion you might consider:

It takes more to create a “customer” than a one-time sale of a lipstick or a mascara. It takes establishing a relationship, which usually includes some kind of regular follow-up. You may want to refer Betty back to her Consultant first. However, if Betty does not want to contact her, you should feel comfortable about offering Betty the opportunity.

Would you handle this situation any differently if you found out that Betty had been a customer of her established Consultant for quite some time but Betty’s Consultant had never offered her the opportunity? Why or why not?

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Here is a suggestion you might consider:

You would still want to honor the relationship that Betty has with her established Consultant by referring Betty back to her. Not all Consultants are interested in building a team, though. In this situation, you might want to contact Betty’s Consultant to let her know that Betty is a potential team member. If Betty’s Consultant says she is not interested in pursuing the lead, then ask for her permission to recruit Betty yourself.

What would you do if Betty’s Consultant never follows up with Betty?

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Here is a suggestion you might consider:

Mary Kay always believed that follow up is the responsibility of the established Consultant.



**Mary Kay Wisdom:**

*If there is no follow-up, you can have a clear conscience about making her your personal team member.*

Would you handle this situation any differently if you found out there was no previous customer relationship between Betty and her Consultant, but Betty's Consultant did share the Mary Kay opportunity with her a couple of weeks ago? Why or why not?

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Here is a suggestion you might consider:

If no customer relationship exists, but another Beauty Consultant has shared the Mary Kay business opportunity with the prospect, you'll want to refer the prospect back to that Consultant.

**Situation #2:**

Kathy is someone who works at the dry cleaners that you frequent. One morning she tells you that she is very interested in starting her own Mary Kay business. You know from previous conversations that she has an established Consultant. After explaining the way we do business, Kathy insists on signing up with you. In fact, she says she won't even consider a Mary Kay business if she has to go with her established Consultant.

How would you want this situation handled if you were in Kathy's shoes? Why?

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How would you want this situation handled if you were in the shoes of Kathy's Consultant? Why?

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After looking at it from both viewpoints, how would you handle this situation?

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Here is a suggestion you might consider:

You might first want to find out the reason why Kathy doesn't want to recruit with her established Consultant by asking her some questions. Depending on her response, if you deem it appropriate, you might consider contacting Kathy's established Consultant to discuss the issue with her in an effort to come to a mutually agreeable solution without putting Kathy in the middle of a dispute. Oftentimes a prospect will lose her enthusiasm for the Mary Kay opportunity and change her mind or never fully embrace the Mary Kay opportunity once she becomes a Consultant if she finds out that two Consultants are fighting over her.

Would you handle this situation any differently if you found out the only reason Kathy didn't want to sign with her established Consultants was because she just didn't "click" with her? Why or why not?

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Here is a suggestion you might consider:

The Golden Rule works both ways. In this instance, Golden Rule thinking might ask the established Consultant to put herself in Kathy's shoes.

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**Mary Kay Wisdom:**

*If you have not succeeded in turning a prospect into an Independent Beauty Consultant in a couple of months, you should be able to say to yourself, "Maybe Sue and I just aren't clicking. Perhaps another Consultant could . . . encourage her to be active in our business."*

Would you handle this situation any differently if you find out that Kathy doesn't want to recruit with her established Consultant because that Consultant lives in another city and Kathy would rather recruit with someone local to her? Why or why not?

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Here is a suggestion you might consider:

You would still want to refer Kathy back to her established Consultant and explain to her how the adoptee program works.

**Situation #3:**

Tracy is a good customer of yours. One day out of the blue she excitedly announces that she's become a Consultant under someone else.

How would you want this situation handled if you were in Tracy's shoes? Why?

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How would you want this situation handled if you were in the shoes of the Consultant who recruited Tracy? Why?

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After looking at it from both viewpoints, how would you handle this situation?

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Here is a suggestion you might consider:

The most important person to consider in this situation is Tracy. You would never want her to feel as though she were caught in the middle of a tug of war between you and a sister Consultant. You might simply congratulate her and move on.

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**Mary Kay Wisdom:**

*Have the maturity to realize that your success or failure will never, ever depend on gaining any one customer, hostess or recruit.*

Since most people don't know how Mary Kay works, what could you say to a prospective team member who is not yet ready to sign her Independent Beauty Consultant Agreement that might help you avoid a situation like this?

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Here is a suggested dialogue you might consider:

*Tracy, will you promise me that if you ever consider a Mary Kay business in the future, you will call me first so we can discuss it? I would be so honored and delighted to have you in my unit as my personal team member.*

Would you handle the situation differently if you found out that Tracy recruited with the other Consultant because she was actually buying product from both of you at the same time? Why or why not?

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Here is a suggestion you might consider:

Again, in this situation, the most important person to consider is Tracy. Perhaps Tracy felt she could work better with the other Consultant. That was her choice to make. In this situation, it might be best to wish Tracy good luck in her new business and move on to find someone who chooses to work with you.

Would you handle the situation differently if Tracy was a close relative of yours? Why or why not?

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Here is a suggestion you might consider:

Mary Kay always encouraged close families to stay together. In this instance, you might want to enlist the help of your Sales Director, who can help explain the situation to the Sales Director of the other Consultant. Together you may be able to come to a harmonious conclusion.

How would you handle the situation if you unknowingly recruited the customer of another Consultant?

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Here is a suggestion you might consider:

Hopefully, if you always qualify someone this will never happen. However, if it does, then you may want to enlist the help of your Sales Director, who may be able to work with the Sales Director of the other Consultant to work out the best solution.

### **Presenting the Mary Kay Opportunity**

In addition to *whom* you recruit, it's important to embrace the Golden Rule as it concerns *how* you recruit, which means you'll want to be fair and honest when you present the Mary Kay opportunity to prospective team members. Not only is this the right thing to do from a prospect's viewpoint, but it's also the right thing to do to help the Company maintain the high standards they have established within the Direct Selling Association, of which the Company is a long-time member.

It's really not necessary to embellish the facts of owning a Mary Kay business. After all, the Mary Kay business opportunity stands on its own. The facts speak for themselves. And that's what you'll want to focus on in any team-building appointment: the facts.

### **Did you know?**

As part of the Independent Beauty Consultant Agreement, you agreed to present the Mary Kay opportunity "*in a truthful and sincere manner.*"

Why do you think the Company included this statement in the Independent Beauty Consultant Agreement?

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*Suggested activity:*

**Truthful and Honest**

This activity explores ways to be truthful and honest in your team-building practices. Below you'll find statements that could be made in a team-building appointment. Your task is to come up with another statement that might be more truthful and honest.

**Statement #1:** "With a Mary Kay business you can make an executive income working part time."

Why might this be misleading to someone who doesn't know much about the Mary Kay business opportunity?

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Here is a suggestion you might consider:

A statement like this might make a prospect believe that she does not have to work very many hours to earn an executive income. As most of the top Independent Sales Directors and Independent National Sales Directors in the Company will affirm, this is just not true. The Mary Kay business opportunity is not a get-rich-quick opportunity. Instead, you'll want to make sure that a prospect knows that profit and commissions are based on proven sales and team-building ability, which takes a certain investment of time and effort. Also, when making an earnings claim, it's best to talk about the profit and commissions you make personally. Or, you could talk about the commissions other Independent Sales Directors or Independent National Sales Directors make that can be substantiated by the Company, such as those printed in Applause® magazine.

What could you say instead that is just as appealing, but more truthful and honest?

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Here is a suggested dialogue you might consider:

*With your Mary Kay business you have the opportunity to earn great commissions based on your willingness to work. Over 200 Independent National Sales Directors in the U.S. have earned more than \$1 million in commissions since they started their Mary Kay businesses.*

**Statement #2:** “You can win a free car in just one month.”

Why might this be misleading to someone who doesn’t know much about the Mary Kay business opportunity?

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Here is a suggestion you might consider:

A statement like this might make a prospect think that a Mary Kay career car will be given to her rather than having to earn the use of one. It might also make a prospect think that she could “win” one her first month in business. While you may qualify for Grand Achiever in one, two, three or four months, it is rare that a new Consultant would qualify that quickly.

What could you say instead that is just as appealing, but more truthful and honest?

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Here is a suggested dialogue you might consider:

*We earn recognition for our efforts and achievements. We praise people to success and are rewarded with Cinderella prizes like trips, jewelry – even the opportunity to earn the use of a career car or Cash Compensation.*

**Statement #3:** “We offer leadership opportunities at Mary Kay Inc.”

Why might this be misleading to someone who doesn’t know much about the Mary Kay business opportunity?

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Here is a suggestion you might consider:

There are two things that might be misleading about this statement. First, in using the words “Mary Kay Inc,” a prospect may think that she is interviewing for a position in the corporate offices of Mary Kay Inc. As you know, as a Mary Kay Independent Beauty Consultant you are an independent contractor in business for yourself but never by yourself. You’ll want to refrain from using the word “Inc.” when referring to the Mary Kay business opportunity in any team-building appointment to help avoid this type of misunderstanding.

The other thing that might be misleading is the part about offering leadership positions. When talking to a prospect you’ll want to make sure she understands that everyone starts as an Independent Beauty Consultant and that she is not promoted to a leadership position, she becomes a leader based on her proven ability to sell product and build a team.

What could you say instead that is just as appealing, but more truthful and honest?

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Here is a suggested dialogue you might consider:

*There are no limits to a Mary Kay business. Anyone can choose to move up the career path by proving leadership skills. And the best part? There’s always room at the top!*

**Statement #4:** “You don’t really have to sell anything. You just have to recruit.”

Why might this be misleading to someone who doesn’t know much about the Mary Kay business opportunity?

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Here is a suggestion you might consider:

Mary Kay used to say that nothing happens until somebody sells something. Product sales to retail customers are the foundation of a successful business and represent a primary source of income for Consultants, so the Company places a tremendous emphasis on those sales. In addition, the best source of team members is the retail customers found at your skin care classes. Consultants who achieve a balance in their Mary Kay businesses by selling and team building maximize their income-producing potential.

What could you say instead that is just as appealing, but more truthful and honest?

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Here is a suggested dialogue you might consider:

*With a Mary Kay business, everyone starts exactly the same way. We all start as an Independent Beauty Consultant, building our businesses on the profit we make from selling the product; and when you’re ready, you can move up into a leadership role and expand your earnings potential with the commissions you receive from building your team.*

**Statement #5:** “There are so many tax advantages to a Mary Kay business.”

Why might this be misleading to someone who doesn’t know much about the Mary Kay business opportunity?

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Here is a suggestion you might consider:

Making a statement like this might make a prospect think that you are a tax expert. Tax laws, however, vary greatly from state to state and from individual to individual. You wouldn't want a team member to base her decision to start a Mary Kay business on something that might not be true for her.

What could you say instead that is just as appealing, but more truthful and honest?

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Here is a suggested dialogue you might consider:

*There are so many advantages to having a home-based business. They include being your own boss and setting your own hours so you can be with your family when you want to.*

**Statement #6:** "Just fill this out (the Independent Beauty Consultant Agreement). It's just an information sheet."

Why might this be misleading to someone who doesn't know much about the Mary Kay business opportunity?

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Here is a suggestion you might consider:

An Independent Beauty Consultant Agreement isn't an information sheet. It's a legally binding contract. You wouldn't want to have a prospect fill one out until she is ready to start a Mary Kay business and pay for her Starter Kit.

What could you say instead that is just as appealing, but more truthful and honest?

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Here is a suggested dialogue you might consider:

*All it takes to get started is to sign the Independent Beauty Consultant Agreement and purchase a Starter Kit. Which would be better for you: cash, check or charge?*

**Statement #7:** “You’ll have to invest in inventory if you want to be successful.”

Why might this be misleading to someone who doesn’t know much about the Mary Kay business opportunity?

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Here is a suggestion you might consider:

You’ll want to let your prospect know that the only investment required to start a Mary Kay business is the cost of the Starter Kit. Whether or not to invest in inventory, as well as the amount of that investment, is the sole choice of the Consultant.

What could you say instead that is just as appealing, but more truthful and honest?

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Here is a suggested dialogue you might consider:

*The only cost to get started in Mary Kay is the cost of the Starter Kit, which contains the tools you'll need to run your business. The Starter Kit doesn't come with any products to sell to your customers. While there are no requirements, many Consultants do choose to start their businesses with inventory. How much you start with is your decision.*

A list of Company facts that would be appropriate to share with prospective team members can be found on the Mary Kay InTouch® Web site as part of the online brochure, *Separating Fact from Fiction*. Search word: *fiction*.

### **Essential Ideas**

This lesson focused on ways to build your team based on integrity, honesty and the Golden Rule. What two or three essential ideas would you like to keep in mind for future use?

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This is the last of the four lessons on Mary Kay's principles, philosophies and core values. You might consider commemorating the completion of these lessons by signing a copy of ***My Promise to Mary Kay Ash***, which can be found on the LearnMK™ Web site, key word: *promise*. There are 13 "promises" you may want to commit to as a way to help keep Mary Kay's principles, philosophies and core values alive for future generations. If you do decide to sign it, you might want to keep it close by to remind you of the commitment you made to keeping Mary Kay's dream alive.