

Allison LaMarr's Full Interview Script (Adapted from Stacy Winsett)

The consultant makes the introduction.

1 Then, I say...Thanks so much for taking the time to help _____ out with this part of her training. We really do appreciate it. I just ask that you listen with an open mind...this might or might not be something for you, but after listening to all the wonderful things about our great company...if not for you, you might know someone who would be perfect for this opportunity. We are always on the lookout for sharp women. And the fact that Suzie asked you to help her tells me that you are a sharp woman. Because, my unit only works with sharp women! You should really feel honored to be selected and take that as a huge compliment!

2 **I'm going to start off with asking you a few questions**, then I'm going to tell you a little about myself and our awesome company, then I'll have a few more follow up questions, and then we'll be done. Easy enough?

3 **Okay...First, tell me a little about yourself.** (Let them tell you whatever they want, because this tells you what kind of personality they are. Then, if they don't give you enough information, ask the rest of these questions). Important: Listen for their why

(Only ask these if you did not get enough information in the above):

*Are you married or single? *Do you have children? * Where did you go to school? Now let's talk about your work experience. * Where do you work and what do you do?

4 **What do you like most about what you do?**

5 **What do you like least about what you do?**

6 **If you could change one thing about your job or situation what would it be?**

7 **What do you feel is the most important thing in your life right now?**

8 **What are your three strongest qualities?**

9 **What is your proudest accomplishment?**

10 **Brief I story.**

*I'm going to tell you a little bit about myself and our awesome company.

*I work in the corporate world and have a nice paying job. I am also a business professional with a business degree

*Tell what this has done for you and your family

11 Facts about the company (Including the Money):

* The money in MK is awesome! **Can you believe** there are more women making \$100,000 a year in Mary Kay than in any other company in the US?

* We buy our products for a dollar and sell them for two.

* We have so many ways to market our products now. (Facials, Pampering Sessions, On-the-Go Appts, Trunk Shows, our awesome website, web parties)

* A brand new consultant makes about \$25 per hour for the time they work their business, but most of the women in our unit make about \$50 to \$100 per hour on average...just for their skin care sales.

* We also make money by sharing this opportunity with others.

For example, as a brand new consultant and recruiting checks were several hundred dollars each month. As a new Director, they started above \$5500 per month and My highest was just under \$19,000 after only 5 months as a Director!

* You can choose how fast to move up too! Each step is mapped out for you.

12 Another of the other reasons why women get into Mary Kay is Recognition & Girl Fun:

We have recognition weekly, monthly, quarterly and yearly. On a weekly basis, we have seats of honor, and ribbons and prizes. It's all about girl fun and motivation at our success meetings. On a monthly basis, you can win special mystery outings, and all kinds of contest prizes. Then, in addition, the company offers quarterly prizes, and you can earn things like luggage, jewelry, entertainment centers and other surprises. Then, yearly they give away the Big Girl prizes. Things like big girl diamond rings and trips around the world! This isn't like getting a turkey for Christmas. It's like Christmas at my house all year long! I can't wait to go to the mailbox and see what Mary Kay is sending me today!

Our weekly success meetings provide us with **motivation, recognition** and **girl fun**.. Who wouldn't like to have something that makes them feel excited and motivated? Who wouldn't like to have more fun? You know, you become like the 5 people you hang around most, and in Mary Kay you will hang around with some of the most awesome people you will ever meet.

13 Then, there is the ultimate prize....The Free Car, the trophy on wheels!:

You get to pick between 2 cars as a Consultant (explain). Mary Kay pays for the titling, licensing, and 85% of the car insurance! Or you could take \$375 in cash each month.

When you are a director you can earn one of 5 more cars!

Then, there are those rewards in Mary Kay that you just don't expect....**Self-Confidence and Self-Esteem.**

14 **Flexibility & Being Your Own Boss:**

I choose when and how many hours I work based on what I want. I truly get to put my Faith first, my Family second, and Career third. That's why Mary Kay has a policy of no quotas. And I get to be my own boss! I can give myself a pay raise tomorrow if I want to! How cool is that? When Corporate America is laying off and issuing pay cuts, I can actually get a raise! Whooo Hooo!

15 Just one more thing....When we are looking for sharp women to join our awesome company, we look for women who have integrity. We look for women who want something more out of life. That makes this business even more fun when we can all share in our successes together. Then, we look for women who can make a decision. Women who can make decisions get things done! Nobody likes a wishy-washy woman, right? In order to be successful, we look for women who know what they want and are ready to reach out and grab it with our help!

16 Okay _____,....out of everything I've shared with you today, what appealed to you the most?

17 Have you ever thought about a business with Mary Kay?

18 Most women ask what it takes to get started....Only \$100 plus tax and shipping and it includes about \$450 worth of product, training materials, and demo products, ALL for just \$100! Isn't that awesome?

19 What concerns would you have in doing this business? (Overcome objections) **I cover no risks here & the 90% Buy-Back Guarantee.**

20 On a scale of 1-10 (no 5), where would you be on this scale in regards to interest level in joining our awesome team of successful women? (Overcome objections)

21 What would it take to move you from a 6 to a 10? (Overcome objections)

22 **(Name)**.... It is very simple. We can get you started right now! The internet is such a great thing!