

Team Building

Mary Kay As believed it was very important that the Company focus on women helping other women. As an Independent Beauty Consultant, you are the realization of that vision - from offering products that help women look and feel beautiful to sharing a business opportunity that helps women fulfill their own definition of success at their own pace. The life of every woman you meet can be enriched by Mary Kay as a customer or as a business prospect. So consider always asking yourself when you meet someone for the first time

- “What can I do as a Mary Kay Independent Beauty Consultant to help her.”

A new team member really connects with your passion and excitement for your business and the possibilities it offers. You want her to identify with you, be inspired by you and see how her life can change because of the Mary Kay opportunity. When you can make that kind of connection, you'll find team-building comes more easily.

A great way to develop this connection is by sharing your I-story. It personalizes the opportunity by relating what it's done for you. This approach can be very powerful because you're sharing your real-life experience with your potential new team member. It helps you bond and build a relationship with her. And as you know by now, that's key to growing your business.

..... In a time when so many women are looking to earn extra money and be part of something special, now is a better time than ever to share the Mary Kay opportunity.
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Four-Point Recruiting Plan:

Developed by Mary Kay Ash herself, the four-point recruiting plan is a great tool to use at each appointment. Consider how it might work for you:

1. Ask your hostess to suggest potential new team members
2. Tell your heartfelt, enthusiastic I-story
3. Share the MK opportunity with at least one guest as well as with your hostess at the end of your appointment. Consider giving them a team-building brochure, then follow up and meet with them later if they want more information.
4. Offer your hostess a special gift for every person she suggests who Becomes a new team member.

Building Your Team With Confidence

As you provide excellent customer service and develop lasting relationships with customers, they naturally may be curious about what you do. Don't be afraid to offer this great opportunity. You can find potential new team members everywhere: among your friends, relatives, acquaintances, at skin care parties, and among people with whom you might casually discuss your business. When you talk with them, try simply explaining what has made you enthusiastic about your Mary Kay business. Chances are, they'll respond to your enthusiasm!