

Full Circle Team Building

By Pamela Shaw

Just like children from different families will grow up valuing different things, looking at life from different angles, seeing situations and people from the perspective and the interests that they have been exposed to, new Mary Kay Consultants will have that potentially different start based on what guidance they receive in the beginning, what events they are exposed to from the start, what advice they are given, and how small, how large a picture or vision they are able to grasp of this opportunity from the start!

So, LET'S TALK ABOUT A POWERFUL START FOR YOUR NEW TEAM MEMBERS!

You just got a new recruit. (I mean just now! You're at the interview, at the meeting, face-to-face or on the phone, if out of town.) Now, what do you do and where do you focus? First of all, **THINK** before you say anything. Is what you are about to say going to create the foundation of a good or bad habit, an abundant or scarcity thought?

1. **SUCCESS MEETING.** Tell her when, where, what to wear, and who to bring. "You will want to bring at least 5 guests with you—the 5 most influential women in your life. Tell these friends that you have just opened your business and that you'd like to get their opinion on the company!" If your new team member asks, "Are the meetings required?" please answer, "Because you are in business for yourself, 'required' is not the word you'll hear very often, but I will tell you openly, the women who succeed and reach their goals are attending the meeting with consistency. Plus, I can't wait to introduce you to the other gals in our unit!"
2. Mention **BUSINESS DEBUT.** This is not optional. Just like you would not expect your surgeon to ask you how you would like to go about your surgery, a new consultant will feel more confident in you when you have specific NEXT STEP advice! "Let me tell you how I am going to support you to get your business off the ground...." (Briefly explain the debut concept, a one-hour investment, what you do, what she does, the goals you will be looking to achieve [initial sales and a Perfect/Power Start booked, recruit seeds planted].) Take no more than 3-5 minutes here. If you have a checklist with her duties and camera-ready invitations for advance debut preparation, great! Encourage her to make a list of "everyone you know who has skin. If you were getting married, who would you invite? Don't prejudge. If a name comes to your mind, write it down." But most importantly, find a 'tentative date' for the debut that works for you both.
3. Explain the **PERFECT/POWER START.** Focus on training goals and do it briefly. "Regardless of what you want to do with your business, each consultant begins with the same goals—learning goals. Every new consultant in our unit works to accomplish these learning goals, and as you complete them, you will receive a beautiful deco-like 'P.S.' pin and, depending on the number of faces...15 faces, 15 days = Perfect and 30 faces, 30 days = Power determines the pin...." At your debut, I will book your first appointments with you for you to get your business off and running and your initial customers purchasing from you!
4. Explain **PEARLS** (60 seconds). "It's a tradition in our unit that each new consultant recruit her first team member within her first month. You probably already know who your first 3 or 4 team members are! When your first team member orders her Starter Kit, you will receive these beautiful pearls. Who comes to your mind? Well, bring her/them with you to the Success Meeting." At this point, ask her, "What questions do you have so far?"
5. "Your **NEXT STEP** will be to make a decision about products on your shelf. I will email your beauty consultant agreement as soon as I leave here, so you can have your showcase ASAP. As you know, there are no requirements, but there are many benefits and lots of free product bonuses for new consultants available right now. I'll let our Director know you are a new consultant in our unit, and she will be calling you to answer any questions. Also, she will be mailing you a welcome packet, so look for that as well!"
6. "**ANY OTHER QUESTIONS?**" "Great! I am SO looking forward to supporting you as we work to make your goals and dreams a reality through Mary Kay." (Wrap up any unfinished communication and clarify the debut date, the next time you will talk with her, what she does next, when you'll see her again, and what she needs to do for that event, etc.) Communicate FULL CIRCLE.