

Ellyn Hembd Recruiting Phone Interview Outline

Before the call I find out as much as I can~

Today's Date: _____ Time of Call: _____
Consultants name: _____ Phone number: _____
Clients name: _____ Phone number: _____
Address: _____ Work Full or Part Time/ Stay at home: _____
Married: _____ Clients approx. age: _____
Children: _____ Ages and Names: _____
How she knows Consultants: _____ (Cousin, Aunt, etc.- Facial/ Class/ Hostess- Best Friend)
Other Info: _____
Why she would be great with a MK Business: _____

Start the call with a huge THANK YOU. Let them know it will last about 30 minutes. Explain that it is training and that she is helping her consultant earn a prize. I ask the client to ask questions or give feedback at any point during the call as this is the best training I can offer the consultant. I then review the outline that I plan to cover with her~ The 3 big questions people seem to have when looking to start a MK business, the 4 traits our successful New Consultants seem to have (could be 1 or all 4 of them), and the 4 reasons why people choice to start a MK business. Plus I'll ask a few feedback questions at the end.

First I'm going to tell you the 3 most common questions~

1. How much does it cost to get a Mary Kay business started?
ASK HOW MUCH THEY THINK IT IS! _____
\$100, one time purchase, what is in the kit, inventory is up to the new consultant depending on the way they want to run their business
2. How much time does it take?
As much as you want to give, sprinkle it into the business of their life, no time obligations
3. How am I going to know what to do?
Explain that this is the emotional question, we train you, and there is a learning curve just like starting any new job
4. Would they have had any other questions other than these 3?

Four qualities that seem to make great new consultants:

ONE

The first characteristic is BUSY. This seems a bit backwards, but it is a great thing! I have found that busy people make the best consultants because they are the most reliable and they are around a lot of people. I found that "busy-ness" is a character trait, really – busy people like being busy, they are

influencers – and they want to make a difference. They want to do things that will add value to their lives and they do this business because they see how it can add value to their families' lives.

Have you ever found that when you are busier, you get much more done? Think of the day before a vacation! Remember that you can sprinkle MK into any lifestyle.

TWO

The second quality is someone who is not the sales type. Again, this is a bit backwards but we want someone who loves the product, who likes people, and who can speak from the heart, so they feel natural telling others about it. They have the other person's best interest in mind. MK is not about a one-time sale. We want to be our client's consultant for as long as they'll have us.

THREE

The third quality is someone whose family is really important to them. This trait transfers well into MK. Whether your family is your immediate family, extended family, Family through a church or organization, or your friends- it is the part of being a part of something bigger than yourself. MK was founded on the principles of Faith, Family, and Career

FOUR

The fourth quality is someone who has a little more month left over than money – they tend to be great consultants because they treat it like a business. They need the income and they work it consistently.

Four reasons why women start this business:

ONE:

For FUN- No quotas? No territories? No boss? This sounds like fun to me... You can't deny that every girl once in awhile just likes to get together with her girlfriends, have fun, and play make up whenever they want to. This consultant likes to go to the makeup parties, and get her fun stuff at cost. She gets all the goodies that we get as consultants and gains positive friends while she makes a little mad money.

Bring the girlfriend factor back into their lives

TWO:

For flexibility: This business is flexible in 2 ways. The first is because of the no time obligation. You can sprinkle it in or go full force. The second way it is flexible is in the cash flow option. It is like a little ATM in your house. If you see a great Coach Purse and don't have the cash on hand for it, just hold an appointment or 2. This business can fill many needs

THREE:

The third reason that women start this is for the money.

* ASK IF THEY HAVE ANY IDEA WHAT % THEIR CONSULTANT MAKES WHEN SELLING OUR PRODUCTS. _____

4 ways to generate income with a MK business

- Product sales~ at appointments, on the go, web site, catalogs
- Team Building~ not a pyramid, 4, 9 or 13% commission each month available
- Leadership~ extra % and bonuses available

_ Car Program~ 3 levels of cars (consultant, mid range Director and Cadillac) can take car or cash.

FOUR:

The fourth reason why women start this business – I think it's the most powerful reason- and it is HOPE. my hope was to earn enough from my MK Business that I could be home and not put my children in Day Care, some hope they will earn enough to remodel their kitchen, some hope to pay a bill each month and some start because they need to have a PLAN B in place. Whatever your hope, Mary Kay can fill it.

I have a few questions for you.

The first one is: what did I share that surprised or impressed you?

Anything else surprise you?

Well, I've got to ask- do we have you thinking? _____

What would hold you back from starting?

Before we called you, I asked your consultant why she thought you would be great with a Mary Kay business. I had to write these down so I could share them you. Can I share the compliments with you?

(End with) she would be honored to work with you!

Ask the client if you can have her e-mail address or have the consultant confirm it.

Let the client know that her consultant will send the e-mail agreement link just incase she wakes up at 3:00am and thinks; I'm going to do this! She would have the link to get started.

The last thing I want to offer her is this:

Just for starting in the next 24 hours, she can select any one single product from me, for free, as my thank you for getting started.

I also ask if she can let her consultant know with-in that 24 hour time frame what she is thinking.