

# SIX **MOST IMPORTANT** Follow-Up TIPS

## CONSIDER THE FOLLOWING:

**1** If your potential team members choose **A**, [share](#) the two startup options plus the optional sample pack add-on that are available. We all know women like choices, and these options allow new Independent Beauty Consultants to choose what's right for them!

You've shared the Mary Kay opportunity using the new [team-building resources](#) and have received responses similar to these:

**A** **Absolutely!** I am interested and want to start right away.

**E** **Book** me for a second appointment. I still have questions and would like to discuss further.

**C** **Could** be for me down the road, but until then I would love to remain your customer.



**2** If they choose **B**, schedule the second appointment as soon as possible, while they're still excited about the opportunity, and answer any additional questions they may have. Some common questions you may receive are:

- **What if I don't have the time to work my Mary Kay business?** Respond with something like: "I totally get it. The great thing about the Mary Kay opportunity is that you can work it as little or as much as you like based on your goals and schedule."
- **What if I don't have the money?** Respond with something like: "There are different ways to start a Mary Kay business. Let's go over them to find which one works best for you."
- **What if I'm not the sales-y type?** Respond with something like: "That's OK! Many successful independent sales force members didn't start out that way either. Women want to take care of their skin with products they can believe in, and I can teach you how you can share these products with women who need and want them."

- **What if I've never done something like this before?** Respond with something like: "No worries! Starting a Mary Kay business is totally fun and totally flexible. And know, you are in business for yourself, but never by yourself! Mary Kay continually develops resources to help you along the way. At minimum, you'll learn how to take care of your skin and have some fun too!"

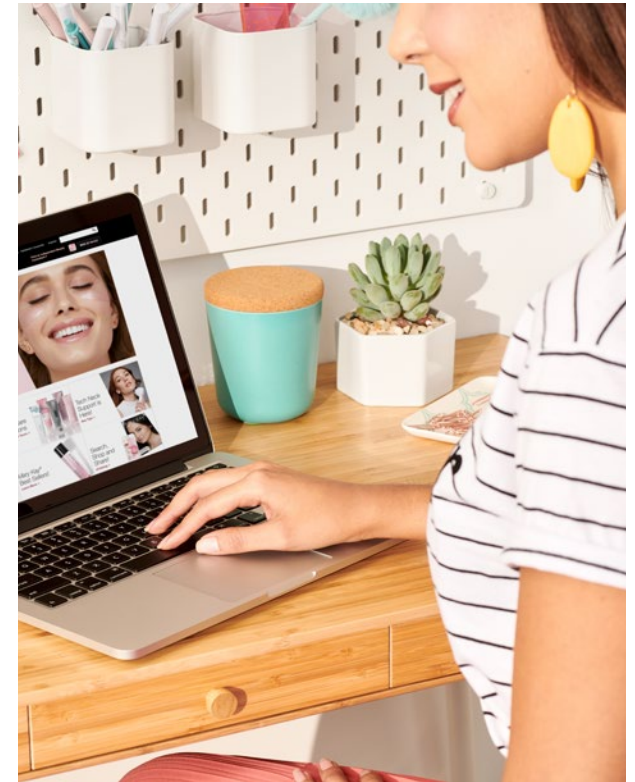
*Mary Kay InTouch*<sup>®</sup> also has resources you can use to help answer additional questions, including the "How to Overcome Team-Building Objections" lesson within Step 8 of MKUniversity, the Team-Building Playbook and the *It Just Fits!*<sup>™</sup> videos. Find these team-building tools and more on *Mary Kay InTouch*<sup>®</sup> > Education > How to Team-Build.

**3** If they choose **C**, continue providing them with Golden Rule customer service. Situations change, and as long as they continue to love the products and the relationship you've built together, they could be a team member in the future. If you have not already done so, consider adding them to your preferred customer list too!

MARY KAY

**4** If they choose C, you should always ask if they would be interested in hosting a party for you. Explain the Hostess Rewards, and be sure they understand the gifts available to them for hosting a party. This could lead you to your next team member!

**5** If they say no to all the above, always keep things positive and ask if they know anyone who would be interested in the Mary Kay opportunity. If they say **yes**, ask for their contact information. And of course, remind them that you would love to be (or continue being) their Independent Beauty Consultant. You could follow up your conversation by sending a thank-you message with a link to the Interactive Catalog, the newest product news or a sample.



**6** Keep in mind that some people may say no to everything you offer. This doesn't mean you are doing something wrong; it is simply part of this business. As Mary Kay Ash said, **“Never give up, because you never know if the next try is going to be the one that works.”**



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