

## **SUGGESTIONS FOR RECRUITERS by NSD Nancy Moser**

### **CONFIRMING YOUR RECRUITS POWER/PERFECT START APPOINTMENT**

*Congratulations!* As a new recruiter, you now have the distinct pleasure of watching another person grow, with your invaluable help, to achieve goals and take full advantage of what Mary Kay has to offer!

For her first 3 weeks in the Company, you keep your new recruit in your “hip pocket” by checking with her every day. Be sure she attends both of our New Consultant trainings, observes her first two appointments (at least one of them should be yours) and reads all of her training packet materials. She should fully understand the importance of attending all Weekly Success Meetings. You, as her recruiter, also have the privilege of advising her about her Power/Perfect Start weeks. Her Starter Kit has been shipped here or to you so you can go through it with her when it arrives. You will know she is ready for it when she gives you the list of her Power/Perfect Start appointments, including: Names and Phone Numbers of Hostesses along with the Dates and Times of Her Appointments.

The most important immediate goals of a brand new consultant is to earn her Sr. Consultant Pin Enhancer & Pearls of Sharing Necklace by sponsoring her own first recruit within her first month in the Company. Not only will she be “learning with a buddy,” but she will start out stronger by really knowing the material. After all, when she is helping another person learn the material, she will know it even better herself! You need to explain to her how she can earn her Sr. Consultant Pin Enhancer and Pearls of Sharing Necklace. If she invites at least 2 people to every Weekly Meeting for 4 weeks in a row, she should earn her pin enhancer! The people she invites are selected from the list of 20-25 people she has made out. As you know, if she has someone who would really make a good beauty consultant, but who cannot attend our Weekly Success Meeting, you and she can call me to set-up a private interview. Advise your new recruit to listen to the marketing plan at the weekly Meetings so she can hear how it is presented. You should listen too, so that you and she can learn together and you can be setting a great example.

While she is in the process of earning her Sr. Consultant Pin Enhancer, she will be setting-up the appointments for her Power/Perfect Start. The requirements for the Power Start and Perfect Start are:

#### **POWER START**

Suggested starting inventory:  
\$1800-\$3600 wholesale  
Hold 10 skin care classes\* **OR**  
Facial 30 customers

#### **PERFECT START**

suggested starting inventory:  
\$600-\$1800 wholesale  
Hold 5 skin care classes\* **OR**  
Facial 15 customers

\*Classes must have 3 adults over 18 and \$100 in sales to qualify

\*Perfect Start must be completed within first 2 weeks of their career

\*Power Start must be completed within the first 30 days of their career

In order for your new recruit to be able to have 5 skin care classes in 2 weeks she will need to book 8-10 classes for the first two weeks. To have 10 classes in 30 days, she will need to book 1-4 classes every week. It is possible that something might happen and some of her hostesses may not be able to hold their appointments on time so she needs to overbook. You wouldn't want her to miss out on her PS PIN!

If, for any reason, your recruit starts her business with just her Starter Kit and no product, she needs to give you a list of 8 appointments booked solid for the next 2 weeks before you can give her that case! This is to endure that she will have enough sales in her first two weeks to place her first maximum discounted order immediately after that week. It is so important to have that inventory, as you know. You want to get her off to a great start and she can qualify for her PS PIN. She will need to turn in a voucher for her pin. Help her do this.

When your new recruit gives you the list of her appointments, you will want to confirm those appointments for her, thereby helping her to get off to a strong start! The purpose of your call is to thank those hostesses, but also to coach them! Here is a sample of a typical conversation:

You: Hello \_\_\_\_\_, this is (**Your Name**). I am the Mary Kay Consultant who sponsored (**Name of Your New Recruit**) into Mary Kay Cosmetics, and I am calling to thank you, do you have a minute? (**pause for reply**) I understand you are going to be one of her first hostesses!? (**Let her reply**) When is your appointment scheduled? (You know. You just want to be sure she knows)

Hostess: Next Tuesday.

You: Great! What time?

Hostess: 7:30pm

You: How many people do you plan to invite? (whatever she replies you say) Did you know that if you have yourself and at least 2 others present, but not more than 5, you will help your consultant (**Her Name**) to win a beautiful pin?

Hostess: Yes/No

You: Yes, and besides that, you will help yourself to earn some lovely free product. Isn't that fun? (The point here is that you want to encourage the hostess to have a class not just a facial. You do this by stressing the benefit for herself (free product) and that she would be helping her consultant too (to earn the PS Pin.)

Hostess: I didn't know about the pin, but I did plan to invite \_\_\_\_\_ number of people.

You: Great! When you invite your guests, be sure to tell them:

1. There is no obligation to buy anything
2. Tell your guests to dress casually
3. Tell them the class will take about 1 ½ hours of their time
4. Please let them know that this is a class, taught by a professional Beauty Consultant
5. Let them know they are invited by Reservation Only and there is a chair reserved for them.

Is this okay? (Don't be afraid to ask all of this ~ the hostess will appreciate it. She wants to have a good appointment too)

Hostess: Okay

You: Great! By the way, your consultant (**Her Name**) will bring everything, even the washcloths! If you make dessert, keep it simple, don't go to any trouble. (**pause for reply**) I hope I can meet you soon at one of our Success Meetings. You sound so friendly possibly you could be a model for your consultant! Thanks again. I know your consultant will do a terrific appointment for you. She has completed her training and is doing just great! Have a great time, (**Hostess Name**). Good-bye.

**PLEASE TAKE THIS RESPONSIBILITY SERIOUSLY TO HELP YOUR BRAND NEW RECRUIT GET STARTED IN THE BEST WAY POSSIBLE.**