

INTERVIEW OUTLINE

Focus on the foundation of who she really is and what drives her success, what is driving her to want to be a successful person. With all questions; reiterate what she says and ask further questions. The conversation needs to be ALL about her. Ask her questions and never once mention yourself. Make her feel valued and important.

OPEN: Thank them for coming and go through a brief outline of what you'll be doing.

INTERVIEW:

1. (PICTURE) **So tell me about yourself, I would love to get to know you better! (Do NOT add any leading questions or give examples)**

- If she begins to start sharing her accomplishments she is usually task oriented. She likes titles, enjoys challenges, and is most likely a D personality style.
- If she starts telling you everything about herself, more than you ever planned to know (you may have a new BFF). She is people oriented, is very social and is an I personality style.
- When she is talking about her family and other people. She is definitely people oriented, she is predictable, steady, extremely loyal and most likely an S personality style.
- "Well what do you want to know?" Usually analytical, usually task oriented and not people oriented, they are detailed and want to get the question right, they are the C personality style.

2. (PURPOSE) **So tell me, what brings you joy?**

She will most likely tell you about people or events. Always dig a little deeper if their answer is short "What is it about _____ that makes you so happy?"

3. (PASSION: This is what truly motivates her) **When was the last time you felt really successful or accomplished?** (Try to figure out what part of it was the past that she enjoyed the most. Ask deeper questions.)

4. (POSSIBILITIES: How BIG can she dream)? **Let's dream for a minute. If money and time were not an issue, how would you want to be living one year from now.**

5. **What 3 things do you need most in life? This means in LACK of...**

6. **Not saying that you would, but what are some reasons you would consider building a business in Mary Kay?**

7. **What personal strengths do you have that would make you good at doing what I do?**

8. **The required investment to join Mary Kay is \$100 plus tax and shipping, (show picture of the starter kit) then say "IF this is something you wanted to do, would \$100 stop you from doing it?"**

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Close:

1. Do you have any questions?
 2. After everything you've heard, what impressed you the most?
 3. Tell them why you asked them to come/why you think she would be amazing, let her feel your heart. Then say...On a scale of 1-10, 1 being ' this is something I would never do, and 10 being I'm ready to get started today and 5 being chicken, where do you see yourself? Usually they will answer this question before you ask it, what is keeping you from being a 10? Overcome the objection with feel, felt, found.
 4. Present pink pillow test (let them have 24-48 hours to sleep on)
 5. Let them know you will follow up in the next 24-48 hours to answer any questions, also, let them know that your Director will call to follow-up
 6. Review information that is in their folder
 7. Complete the elink (for record keeping and hopefully a new recruit)
- Are there any questions or concerns you have about having a MK business?
If you think she is ready, "Do you think the MK opportunity would be a good fit for you?" "Is there any reason why you wouldn't want to get your MK business started today?"