

# Interview Guide

Date \_\_\_\_\_ Consultant \_\_\_\_\_  
 Prospect Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_  
 Home # \_\_\_\_\_ Work # \_\_\_\_\_  
 Cell # \_\_\_\_\_ Best Time to Call \_\_\_\_\_

Consultant Comments \_\_\_\_\_  
 \_\_\_\_\_  
 Do you have any experience with Mary Kay Products? \_\_\_\_\_  
 \_\_\_\_\_

## STEP 1: OUR AGENDA AND YOU

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. Do you have any prior experience with Mary Kay?
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.

Tell me about yourself (family, job, education, hobbies, etc):

What do you like best about what you do?

What would you change, if anything?

What do you need most in your life right now?

Let's talk about your priorities & purpose: what brings you joy? What's something you've accomplished that you're proud of? If money & time were not an issue, what dream would you pursue in the next year?

## STEP 2: ME

Let me tell you a little about myself, and why I love what I do!

## STEP 3: THE FACTS

If I only had 5 minutes to share some facts with you about a Mary Kay career, what would you want to know?

Marketing Plan Points	Income Possibilities	Qualities We Look for in a Team Member
No Territories/No Quotas Golden Rule Flexibility/Be Your Own Boss Priorities: God, Family, Career Advance at your own pace Confidence and Self Esteem Recognition & Prizes 90% Buyback Guarantee \$ 100 Gets You Started! Which appeals to you the most? <b>Pink Ice Ring BONUS</b>	50% Gross Commission on sales Facials (1-2 people): 1 hour, average \$ 100/\$ 50 profit Parties (3 -6 people): 2 hours, average \$ 200/\$ 100 profit 2 parties/week=\$ 400 retail/\$ 200 profit (4 hours) Monthly profit = \$ 800 x 12 = \$ 9,600/year Reorders: Average \$ 300 per customer/year 100 Customers x \$ 150 profit = \$ 15,000 + \$ 16,000 = \$ 31,000 profit/year Training Other Sales: Web Page/On The Go/Silent Hostesses Team Building Commissions: \$ 200 - \$ 2000/month \$50 team-building bonus for consultants & \$100 for directors Car Program: Car, taxes, plates (or \$425+/month cash compensation) Tax Deductions: Home office, supplies, car, equipment Directorship = commissions + sales + prizes	1. Busy person 2. Doesn't necessarily know a lot of people 3. Is NOT the sales type 4. Has more month than money 5. Family oriented 6. Decision maker

## STEP 4: YOUR QUESTIONS

Hypothetically, if you were to consider doing this, what are your personal strengths and why would you be good?

With the proper mentoring, do you feel that you could learn to do what I do?

Do you think it's worth \$100 to see if it's for you?

## STEP 5: THE CLOSE

Do you have any other questions that I did not answer?

I would love to work with you. Is there any reason why you wouldn't want to get started today?

On a scale from 1-10 (with 1 being you'd never consider becoming a beauty consultant and 10 being you are ready to get started today) where do you stand? (no 5's allowed)

## PINK PILLOW TEST

Okay. I totally understand if you want to pray or sleep on it. I DO want to save you from procrastination. So first, let me ask you...do you have ANY questions I haven't answered yet? Okay. Then if all your questions are answered, I know from experience it's just a matter of sleeping on it. So will you take the pink pillow test: - if you wake up tomorrow and are still THINKING about Mary Kay, would you agree it's worth \$100 to see if it's for you? Or, if you don't think ANOTHER thing about it...then you'd probably be best served by being my awesome customer and hostess! Either answer is fine - yes or no - the only one that doesn't benefit EITHER of us is "I don't know". So what's the best time to talk tomorrow, morning or lunchtime....