

# POWER SHARING

plan

DO YOU WANT A *great* SYSTEM FOR TEAM BUILDING?

This opportunity is truly one of the best gifts that you can give. It allows other women to find the resources and the confidence they need to create a better future and quality of life for her family.

Learn how to recognize potential team members.  
What qualities should you look for in a new team member?

WE WILL TAKE YOU THROUGH THE FOLLOWING 3 STEPS...

*step 1*  
PREPARE

*step 2*  
SHARE

*step 3*  
RECRUIT

WHAT'S  
*Included?*

- We have included simple **SCRIPTS**
- **TRACKING**... the layering process of sharing
- **TIPS** and **IDEAS** to share the opportunity

One of the most exciting and rewarding areas of this business is team building.

Team building is essential to advancing up the career path and promoting yourself into a leadership position. However, you'll find that the real reward of team building is to see the personal growth of your team members! You will see the impact you are making not only in her life, but the options you are providing for her family. As a result, you'll earn your 4%-36% commission checks and move up the career path watching their dreams and your dreams become realities.

*So, let's get started Team Building!*

Make a list of the qualities you are looking for in a team member. {Ex.: ambitions, easily lead, self-starter, decisive, optimistic, loyal, dependable...} then take out your profiles or your customer files and get a blank sheet of paper and a pen. Now, make a list of every customer who doesn't have a good reason for **NOT** being a Consultant. Full-time jobs don't count. Some of our **TOP CONSULTANTS** do have full-time jobs. Children aren't a reason. Some Consultants have 10! People with these "excuses" or "reasons" merely lack the self-confidence to know that a business can fit nicely into their current lifestyle. For most, it's a matter of setting priorities and time management, and these skills can be learned. Think about it . . . you've got people all around you who could be your next team members!

Now make a second list of personal acquaintances, friends and relatives. You have so much to give them. Be sure you don't slight somebody by leaving them out! Here's a suggestion - make a list of 20 out-of-town contacts and 20 in-town contacts. The real key is to **MAKE THE CONTACT!** Call/text everyone on the list. *Example:* Are you free to talk or text?

Thank you so much for getting back to me. I have a favor to ask of you! I am moving into a leadership position with my business and I need to practice going over some information about the company and answering questions. Could I borrow you to practice with!?

{Tell her why you thought of her. You can say things like - I really trust you... I feel comfortable practicing with you... I admire you because... I see what a great leader you are...}

## HERE ARE A FEW SUGGESTED GUIDELINES ABOUT TEAM BUILDING:

As you talk with the prospect, show your genuine enthusiasm for the business opportunity. So many people are so dissatisfied with their daily lives. Let her see how excited you are. Many prospects become Consultants just so they can put that spark of excitement and enthusiasm into their lives.

Be sure you are honest about the facts. We have such a fantastic opportunity that we don't need to "flower" it any. Just tell it like it is. That's good enough for everyone.

Keep your appointment short. Limit it to no more than 30 minutes. She can only absorb so much at one time. If you drag it out, you'll only lose her as you go along.

By all means, try to talk with your prospective team member and her husband together at the same time. She can't possibly explain the business opportunity to her husband afterward if you only talk to her first. Chances are, he'll get a distorted picture and will most likely talk her out of it. **SO** - if at all possible, when talking to a prospect, have her husband there.

Don't try to tell her everything you know! **STICK TO THE BASICS**. She doesn't need to know all about Sales Director qualifications until she has established herself as a Consultant. You will, of course, want to answer any of her questions completely and honestly.

Be sincere about **HOW** a business can benefit her.

Use caution against pre-judging whether she would be interested or not.

**ASK** - and let **HER** make the decision.

*Keep It Simple, Sweetie!!*

Remember, there are probably only two things she wants to know:

- 1 Would she like doing this?
- 2 How much money can she make? Answer these two questions.  
Too many facts can scare her off.

Don't do all the talking. **LISTEN** to her needs and wants and show her how this business can fulfill!

## WHOM TO LOOK FOR:

- 1 Enthusiastic customers
- 2 Loyal hostesses
- 3 Women looking for extra money
- 4 Women dissatisfied with their current job
- 5 Friendly, well-groomed women
- 6 People with positive attitudes
- 7 People who ask you questions about what you do
- 8 Almost anyone - don't prejudge! Look for people with a need - then help fill it

## DIFFERENT WAYS TO LAYER THE TEAM-BUILDING PROCESS:

- 1 Share material, such as a team-building brochure, video or use the app.
- 2 Invite her to any function (unit meetings, glamour workshops, guest nights, etc.)
- 3 Share the avenues of income.
- 4 Share the information with their husbands, if possible.
- 5 Have your Sales Director talk to them personally via phone or personal visit.

## QUESTIONS TO ASK IN ORDER TO GENERATE INTEREST:

- Have you ever thought of running your own business?
- Have you ever considered doing what I do?
- Have you ever thought about where you'd like to be in 5 years?  
Will what you are doing now help you get there?
- Do you like to work with people? With cosmetics?
- How would you like a business with an unlimited earning and advancement potential?
- Would you like to come as my special guest to a success workshop next Monday night?  
We need guests who would like to try a new glamour look. You'd be great!
- My Director has challenged me to share information on the business opportunity with 3 women this month to practice. Would you be willing to give me your feedback on my presentation? It will only take 10-15 minutes.
- Is it okay if I take a few minutes to give you some information about our business opportunity? You may not be interested for yourself, but that's okay.  
I'd love your feedback, because you have many of the qualities we're looking for. You could be my talent scout too.

## WHEN TO BUILD YOUR TEAM:

- Schedule team-building appointments for 24 - 48 hours after meeting women at your selling appointments. Share with them right after the class.
- Invite all your potentials to every unit meeting - not just one or two.
- Go back through your customer file and schedule team-building appointments with all those potential team members you never asked in the beginning.
- Follow up with people you've talked to in the past who may not have said "yes" at the time - their situations may have changed.
- Be ready to build your team anywhere at any time - even if all you can do is grab a piece of paper and sketch out the avenues of income for her. You can always mail her extra information right away.
- Prospect at family reunions, clubs, social outings, etc.
- All the time! Be excited about getting that next business associate. Get a passion to move up into that Red Jacket or into that Sales Director suit!

## TOOLS:

- Love What You Do App {download Mary Kay Digital Showcase App}
- Team Building Flyer
- 4-Point Recruiting Plan
- 10 Reasons Marketing Book
- Interview Guide
- Starter Kit Flyer
- Recruiter Tips & Checklist





