

OBJECTION



RECRUITING

TIME ---> Time is precious and we all need more of it. If I could show you a plan that you could invest 5-10 hours of time and you had measurable results and profit, would that appeal to you? The key to our business is that we can schedule our time according to our schedules so if you have more time you can work more; if you have less time you can work less. It all depends on your goals and what you want to benefit from the business.

MONEY ---> I am so glad you told me that! I think that is such a great reason to start a new business simply because if you do not do something more you cannot have something more. Mary Kay is one of the few things you can do that requires a very low investment to receive huge financial rewards. When you are able to sell products and make a full 50% profit it is a win-win. You will also create residual income by servicing your customers. When they wash their products down the drain you will be there to help her purchase more! I realize you are short on cash today, but if you do not do something to create more income your situation will stay the same. How much money would you like to add to your bank account on a monthly basis? I have a plan that can show you a part time plan that will create a \$60,000 income in a year. Would that be something you would like to hear about?

"I WILL THINK ABOUT IT" ---> Great! I am glad to hear that. Tell me, what did you hear that sounded good about the business (...LISTEN...). Now tell me what concerns do you have? I want to make sure you go home with the right information to make a yes or no decision. Sometimes when we just think about things, we tend to procrastinate due to a lack of information. I want to make sure you have all your questions answered. If you were to rank your interests on a scale of 1-5 with 1 being I'm ready to sign and 5 being no I would rather be a hostess and great customer where do you feel like you are now.

IF THEY HAVE A HUSBAND ---> What do you think your husband would say about you having your own business that could contribute to the family income? Does he usually support what you chose to do? I know when your man is behind you it will be a family business. Do you think he will have questions? OK, I want to follow up and get your decision on the business so tell me a good time to reach you (pick the next two days). Would it be best to call you at work or at home? I am looking forward to seeing if this will be a good fit for you.

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BOOKING

I DON'T HAVE ANY FRIENDS ---> (Laugh!) Girl, surely you have 2-3 friends ---! To host a party you do not need 20 friends, just a few as it is a fun and intimate environment. Here is what we can do:

1. Make-up party where we all learn about skin care and color trends.
2. Happy Hour where we just do some sampling and shopping.
3. PJ party where your guests wear PJs or sweats and we just do skin care and pampering.

Remember this is all about your friends and you having a great time. I will provide everything you just need to gather a few close friends.

***If there is still some pushback** ---> OK let's do this. Let's just find some time that I can come pamper you. If you are able to gather a friend or two, great! If not I can just pamper you! (you can at least capture the facial)

NO TIME ---> I am so glad you told me that! We have a new way for you to pamper your friends and still earn hostess credit and it only takes an hour = Our Happy Hour. Spend an hour with me and you will be happy with your skin. The key is to gather about 5-10 friends and I will sample and pamper them for an hour. We will sample some MK favorites and have a color bar for people to play. It is a very casual and fun environment and we even have happy hour specials for everyone to take advantage of. This is fun and quick!

***If there is still pushback** ---> Lunch time pampering. This is where I come in on your lunch and you gather a couple of girlfriends and I will pamper them during their lunch in a conference room or even a nice ladies room. This is a way for you to try and not take any time away from your family. I am happy to bring everything to pamper you!

CAN'T PIN A DATE DOWN ---> I completely understand that you want to check with your friends but sometimes it is easier to negotiate everyone's schedule if you chose a date and then find out who can make the date. I am open to being flexible on a date but when you open it up to several people schedule that can be challenging© So lets pick a tentative date and put it on the calendar and then if you reach out to your friends and they are unable to make that date we can change it. This way we at least have a starting point.

DATE IS TOO FAR OUT ---> I am happy to look out two months on my schedule but I want to include you on our current hostess program that may not be in place at that time. So is there a way we can look at a date this month. I do not want you to go to too much trouble seriously this is just a couple of hours of pampering! There is no need to block out a big chunk of time.

OBJECTION



PURCHASING THE PRODUCTS

Timewise Repair/ Can't afford the product ---> I am so glad you told me that! I know how you feel! I felt the same way. But something I found is that I was already spending this money on products that were not working for me. So if you really look at this it is a small investment that is guaranteed to put you on a great skin care routine and actually save you time on doing multiple steps. The TWR is less than the price of a coke per day. It is a great value and I promise to provide amazing service to go with the products.

Offer the TimeWise Miracle Set: This set has great ingredients and has a proven track record for anti-aging. It can be a great first step as you build up to the TWRepair products.

***Still Pushback** ----> I hear that you're struggling with the cost of the products. I totally understand, but close your eyes for a minute and go into your closet. You probably have a great outfit that makes you feel great, right? How much was that entire outfit...shoes and all? How many times did you wear that outfit last month? These products will be used every day to make you feel great. Also, if you do not like them for any reason, even if you have used them you can return them for a full refund! You cannot do that with an outfit or shoes. ☺

I ALREADY HAVE PRODUCTS @ HOME ---> I am so glad you told me that! I know we all have products in our cabinets and under our sink that we are not using or just simply do not like. Did you like the products you used today? If I were to help you have them at a discount and you could give me the products you have could we make a deal? Here is the scoop! I want you to use products you know you will use and enjoy. So I am willing to offer you a 20% discount on the skin care products you want today if you will give me the products you do not want from your cabinets. If they are in great shape I will donate them to a woman's shelter. If they aren't, well they will go to make-up heaven! Do we have a deal?

CUSTOMER WANTS COLOR ONLY NO SKIN CARE ---> I know how you feel, I felt the same way! Who does not love some new colors! But I found that it is truly the skin care that makes the biggest difference in your skin. I am a firm believer in starting with skin care and then let's have you earn all of the color products you want for free!!!! Host a party with 5 of your girlfriends and I will give you \$75 worth of color products for free! It is a win-win ... Great skin care and new hot color. ☺

CUSTOMER SERVICE

WHEN TO FOLLOW-UP AFTER THE FIRST SALE ---> (At the party): If you choose to become a preferred customer with Mary Kay you are guaranteed great customer service and you will also get some amazing specials throughout the year! You will also receive monthly service calls. I WILL NOT STALK YOU! These calls are simply to make sure you have all the products you need in a timely manner. Nothing frustrates us more than when we open our moisturizer and there is nothing! So please know I will call you only to service and to let you know of special offers. There is NO obligation to purchase if you do not need anything. I am just trying to commit to the best possible customer service in the business.

****NOTE TO ALL CONSULTANTS****

- **New customer:** Follow-up in 2 days to make sure you have her order correct and she is good with her foundation match - I call this the love call. NO selling, just thanking her for her business and making sure she has all of her products.
- **2 weeks:** This call is to see if she is getting great results from her products and make sure she is using them correctly. It is also to remind her of any products she wanted at the party that she was unable to purchase at her first party. Make a gentle reminder of the product and ask her if she wants to add that at this time or just keep it on her wish list. She will tell you what to do from there.
- **2 months: (from her first purchase)** - This will have given her enough time to really use some of her products. She may be out of Lifting serum or Oil Free Eye Make-up Remover, but you want to make sure she is staying with the program and loving it. Another good time to suggest a new product for her to add to the line.
- You will follow up every 4-6 weeks from this point forward. Remember, this is a service call so you will want to make suggestions of products she may be running out of soon ... but you just want to make sure she is doing great with the products she has and that you will be delivering to her area this Friday and wanted to make sure she had all she needed. ☺

CUSTOMER HAS TO BE OUT OF PRODUCTS, BUT IS NOT RE-ORDERING ---> Hi Suzy! I wanted to touch base with you on your Mary Kay products. I have noticed it has been ____ months since you ordered any of your skin care. I am here to service your needs, but it looks like you are either not using the products or are using something else. I am fine either way! I just want to make sure I was providing the best service possible for you. Can I ask if you are going to continue the Mary Kay products? If so is there anything I can do to better service your skin care needs? If you are already using something else I totally understand, but can I ask what you are using and what you like about it better than MK? I just want to make sure I have done my job well in offering you products

that fit your needs. (She will either communicate and get back on the products or just tell you she is using something else. Either way it is good! You do not want to waste time calling and communicating with someone that is not using your products any longer. You will also want to remove her from your PCP list so you no longer send her the look book)