

RESPONSES FOR COMMON RECRUITING OBJECTIONS

Most people imagine many obstacles in taking advantage of an opportunity like Mary Kay because they are afraid of failure. That's why you need to be positive! Let your prospect know that you have confidence in her abilities and that you will always be there to help her achieve success! Don't let her put the risk of failure before her great chances for success.

By anticipating objections, you put yourself in control of the recruiting interview. Here are some of the most typical objections with suggested responses to overcome them!

"I can't sell."

If I could teach you how to become a Mary Kay Beauty Consultant, you could learn couldn't you? We don't want sales people; we want women like you to teach skin care and glamour. Mary Kay products are the best on the market, so the products practically seem to sell themselves! As women, we are constantly sharing the benefits of a special hairdresser, a special dress shop, or a special cleaning agent. Doesn't it make sense to share the benefits of Mary Kay skin care and glamour? Everyone is going to be asking you what you use, so you might as well give them a great tip and get paid for it too!

"I don't have the time."

I can appreciate that because I choose to be a busy person, too. That's why I selected you--busy people are the happiest and they seem to get the most done. If I could show you how to turn nine hours of work into \$150 to \$250 profits each week, could you find that nine hours? That extra money would come in handy, wouldn't it? Let's fill out a weekly plan sheet and I bet we can find three time slots in your schedule for holding beauty shows.

"I already have a full-time job."

Super! You will have a lot of contacts for your first hostesses. A lot of women sell Mary Kay products part time for extra income.

"I love my job."

Great! Could you use some extra money? How do you know you won't like this career as well? You owe it to yourself to at least hear all the facts.

"I am too busy."

I am a busy person too and that's why I chose you. You see, busy people make the best Consultants. They are usually the most organized and get things done.

"I don't have the money."

Great! That's the best reason of all for joining Mary Kay! Even if you had the money, I would suggest you take out a bank loan to start your business off right. You have to pay the bank back, but you probably wouldn't pay yourself back! A bank loan with monthly payments makes you feel more professional about your business, teaches you self-discipline, improves your credit and has interest you can deduct on your tax return. Besides, the interest on the money you borrow is far less expensive than ordering product without the full 50% discount and the costs you'd incur by delivering product two weeks after you've sold it.

"My children are too small."

Perfect! You will love the flexibility this career offers. You schedule the hours you want to work.

"I'm just not the Beauty Consultant type."

Let me assure you that you aren't a plain Jane either! But I understand your thinking-a Beauty Consultant should look like she just stepped out of Vogue, right? Our Queen of Sales for the entire Company one year was a woman who was 77 years young! Isn't that great? That's because physical beauty isn't what counts in a Mary Kay career, it's the inner beauty of a person that makes her successful. We have a prize-winning recipe for beautiful skin and all you have to do is share it, teach it to others. There are so many women out there who would love to finally learn how to care for their skin. If I could teach you to do what I do, you could learn, couldn't you? I think you'd be great or I wouldn't ask you to join Mary Kay.

"I can't be like you."

We do not want you to be like me, but rather the best YOU can be.

"I have never sold cosmetics."

No problem. If I could teach you to do exactly what I do, do you think you could learn? And then teach other women?

"I need to think about it."

You know, if Mary Kay interests you, why not give it a try? With our product buy-back guarantee you have almost nothing to lose and everything to gain! Sitting on the fence of indecision is very uncomfortable, let me reserve your place in our unit training session next week and let's work together to make Mary Kay work for you!

"The time just isn't right for me now."

You know, that's like saying that once all the traffic lights have turned green you'll begin your trip home. You'll never get home waiting for circumstances like those! The time to do anything will never be perfect, but we weigh the pros and cons and make our decisions anyway. Most people can make a decision within 24 hours; can I call you tomorrow for yours. I'm filling spaces for a training session next week and I need to submit your name to my Director to reserve your place.

"I don't want to impose on my friends."

I can understand your feeling that way, but let me ask you, did you enjoy your facial? Do you like our products? Did you buy the products for yourself or for Susie's benefit? Did you feel imposed upon or were you eager for the skin care class and eager to take your products home? You'll be providing your friends and acquaintances with a valuable service, and they'll appreciate it! Let's make a list of people you know who would enjoy a complimentary facial.

"I think I will wait until...."

Just a thought on that: With all our product publicity, many women will be wanting facials and wanting to hear about the Mary Kay opportunity. They could be YOUR customers and recruits. Why wait until....?

"I think I'm too shy."

I understand how you feel. I felt the same way too. But I found that once I had completed my training classes, I felt confident. I think Mary Kay is the best self-improvement course available. Besides, we need shy people to sell to shy people!

"I am afraid to stand up in front of people."

I know how you feel. I felt that way too, but I found my first few skin care classes were with friends and it helped me to relax.

"My husband doesn't want me to work."

I think it is great that your husband is showing an interest in your future. But how can he make a decision for you without knowing all the facts? He owes it to himself and to you to at least listen to the possibilities. I am sure when he hears the marketing plan, he will be completely behind you.

"I knew someone who did this and failed. I'm afraid that will happen to me."

It's too bad about your friend, but it's unwise to judge your success or failure by what she did. It is my responsibility as your recruiter to help you get on your feet and believe in you. I know you will do great or I wouldn't invest my time in you with training.

"I don't wear makeup."

Absolutely no problem: Mary Kay is not about makeup; it is about skin care. I know of no one who is not interested in good skin care. Glamour is just icing on the cake.

"I'm a single parent."

I need the security of a job."

That's exactly why I thought of you. In this career, your finances are not based on someone else's opinion of you, but on your ability to make as much as you want. In this company, you can really determine your own security.

"I really don't know anyone."

Perfect! This career will give you an opportunity to meet so many people. All you need to know is one person. That's how it all starts. One person tells another and so on and so on.

"I hate parties."

I understand. So did I. Isn't it great that besides skin care classes, we have facials, 'On the Go' appointments, Trunk Shows and other ways of earning money? That way we can give each customer the personal attention she deserves.

"I don't want to obligate my friends."

I know how you feel. I found that once they tried the product they were thanking me for sharing it with them. There are no finer skin care products on the market today. Your friends will love the special attention you give them.

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"I don't have the time."

"I already have a full-time job."

"I love my job."

"I am too busy."

"I don't have the money."

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"The time just isn't right for me now."

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"I think I will wait...."

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