



ARE YOU HELPING YOUR NEW RECRUIT? —OR HANDICAPPING HER?

By NSD Gwen Sherman

When you invite someone to join you in Mary Kay, you want her to be successful...Right? When she signs up, she wants to make money—not fail. Right? After she has made the decision to become a consultant and has signed the agreement, then it's time to talk about inventory—**NOT BEFORE THAT!!**

But how do you handle the inventory question?

- ◆ Do you offer her all the various choices from Fast Start to \$3,600 inventory? Why? That's right...Why? That is not doing her a favor!
- ◆ Offering a bunch of choices to someone with no experience and no frame of reference is like showing a two year old child a buffet table and expecting them to eat a balanced diet.
- ◆ What is she MOST LIKELY TO DO? Spend as little as possible, of course. It's only natural. She doesn't know if she can sell it, at any level it's a lot of dollars, and she's scared!

Your function as recruiter is to:

- Let her know you believe in her—that you have confidence that she will be successful.
- Guide her in making a decision based on practical experience, not dollars. Talk to her firmly, confidently, and enthusiastically about starting with nothing less than a Star Order (enough product for 8 classes).
- ★ **Star Order** is bare minimum base shelf level and is enough stock and variety to adequately get through her Perfect/Power Start.
- ★ **Star Order** puts her in a position to earn up to 4 Power Tool that will empower her and help her build her business quickly.
- ★ **Star Order** allows her to start paying herself a salary just as soon as she places her second \$600 order. She is now off to a great start.

If, on the other hand, she starts with a \$600 order, look what happens:

- ◆ She tries to do it without borrowing—that straps the family budget.
- ◆ She runs out of merchandise by her second show or sooner and is now working without inventory. What she tried to AVOID by placing an order.
- ◆ She now pulls back on booking more shows just when she needs to forge ahead. She cannot pay herself a salary until she has placed four of these orders. How long do you think she will be willing to work without making any money? Her husband is going to see NO MONEY, so he will be encouraging her to quit before it “costs” them any more.

HELP YOUR RECRUIT TO BE SUCCESSFUL— GET HER STARTED RIGHT!

Nothing is more frustrating for a new consultant than to go to the bank and borrow money and still not be on a profit basis. That is crazy! Have her look at the monthly obligation—not the long term debt. Most people do not bat an eye when they borrow money for a car—\$8,000 to \$10,000. Yet, that car depreciates as soon as they drive it off the lot. When they invest \$2,000 in Mary Kay products, they will double their investment!

Be a role model—your success rate with your recruits will depend on how they see you handle your business. Are you stocked the way a Professional Beauty Consultant should be?



*There will be a
Red Jacket in
your closet
soon!*