

Interview Guide

Date _____ Consultant _____
 Prospect Name _____
 Address _____ City _____ St _____
 Home # _____ Work # _____
 Cell # _____ Best Time to Call _____
 E-mail Address _____

Consultant Comments:

**STEP 1:
Our Agenda
& You**

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. I'll tell you a little about me and my Mary Kay journey.
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?

Where would you like to see yourself 5 years from now?

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
 No Territories/No Quotas
 Golden Rule
 Flexibility/Be Your Own Boss
 Priorities: God, Family, Career
 Advance at your own pace
 90% Buyback Guarantee
 Confidence and Self Esteem
 Recognition & Prizes
 Training
 \$100 Gets You Started!
Which appeals to you the most?

INCOME POSSIBILITIES
 50% Gross Commission
 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 = \$16,000/year
 Reorders: Average \$300 per customer/year
 100 Customers x \$150 profit =
 \$15,000 + \$16,000 = \$31,000 profit/year
 Other Sales: Web Page/On The Go/Silent Hostesses
 Team Building Commissions: \$200-\$2000/month
 Car Program: Car, 85% insurance, taxes, plates
 (or \$350/month cash compensation)
 Tax Deductions: Home office, supplies, car, equipment
 Directorship = Ave. \$50,000 commissions + sales + prizes

Qualities we look for in a Team Member:

1. Busy person
2. Doesn't 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 training, do you feel that you could learn to do what I do? _____
 Do you have any other questions that I did not answer? _____

**STEP 5:
The Close**

Is there any reason why you wouldn't want to work with me? _____
 _____ (Consultants: Please copy this form and turn in to your Director)