

If prospect is a 1 on a scale of 1-5:

Make sure you schedule a party with her and/or a 2nd pampering session with her to try more products!

If prospect is a 2 on a scale of 1-5:

2 is really a 4 in disguise!

Schedule a follow up layer with her to be done within a week such as- watch the Imagine the Possibilities DVD with her (do not send it and have her watch it, she needs to watch it with you), invite her to a meeting, schedule a second session with her to be shared with friends so that she can learn more about how a party goes, sit down and go over closing questions with her over coffee

\*\*It is really important that you schedule the follow up to be done within 1 week of hearing the information and that it is in person if at all possible

If prospect is a 3- can't choose a 3 because it is sitting on the fence!

If prospect is a 4- This is really a 5, you just need to help her get there.

First question to ask: "That is exciting that you are a 4! What would you be excited about with the Mary Kay opportunity?"

2nd thing to do: Notice what she mentioned on the survey that would hold her back. Learn the objections to recruiting on my website at [www.nitagodwinnsd.com](http://www.nitagodwinnsd.com) under "Training" and "Team Building" to overcome what would hold her back.

3rd Question to ask: Do you have the money to get started today if you wanted to?

If she does not, ask when she will have the \$\$. If it will be at a certain pay day in the next week or two, schedule a time to get together with her to have her fill out the online or paper agreement and then get her debit card number to process at pay day.

If she will not have the money in the next 2 weeks, then schedule a party to be held in the next two weeks where she can earn the starter kit.

If she does have the money now to get started... ask the following question:

"What is the worst thing that would happen if you got started today?"

Most like she will say "get started and not sell anything"

Then you can say "If you got started and didn't sell anything, you are exactly where you are right now, right??? But if you get started AND you do sell product, you can be in a different financial place a few months ago. Plus, if you like all of the product that comes in the Starter kit, it is such a great deal to purchase the starter kit for \$75 and get \$300 worth of product AND then be able to order your products for 50% discount.

Is there any reason why you wouldn't want to get started today and take advantage of the \$50 signing bonus AND the great product deal in the starter kit and then just get your feet wet with the business?"

Once she says "Yes!" then you will want to walk her thru the online agreement RIGHT THEN!!!!

I suggest NOT sending her the e-mail link and having her do it on her own unless you absolutely have to. This gives more room for something to come up or for her to change her mind.

If she says "Yes, I just need to talk to my husband" then you will want to send her an e-mail with the information you just covered and set up a time to follow up within 24 hours. I have attached the e-mail contents that I have been sending in November with 2 attachments I usually include.

*"Hey there! It was great to talk with you today  
I hope that you enjoyed the conversation as well.*

*Here is what I talked about comes in the starter kit:*

*Miracle set for normal to dry skin- worth \$90*

*Miracle set for combo to oily skin- worth \$90*

*Oil free make up remover- worth \$15*

*Ultimate mascara- worth \$15*

*7 mineral powder foundations in different colors- \$18 each= \$126*

*4 mineral powder brushes- \$10 each= \$40*

*Color samples*

*4 trays & mirrors for facials*

*Facial cloths*

*Training DVD on how to do a skincare class*

*Training CD about booking, selling, and recruiting*

*Product knowledge booklet*

*Customer profile cards*

*sales receipts*

*10 Look Book catalogues*

*50 Beauty books for skin care facials*

*Flip chart that teaches you how to do a skin care class or facial*

*Cute tote bag to put it all in!*

*You get all of that for just \$100 plus tax & shipping and for November ONLY the starter kit is \$75 instead of \$100.*

*I have attached a flier with this info on it as well.*

*No obligation to sell, but you are given the training & opportunity to do so*

*Local training and sisterhood at weekly meetings- no obligation to attend, but you will LOVE them!*

*Online training with me as well as training over the phone via conference calls*

*50% discount on your personal products*

*Let me know if you have any questions!*

*When you decide by tomorrow, you will also receive this Great Deal Microdermabrasion set that includes 4 FREE trial products of the soothing eye gel, oil free hydrating gel, intense*

*moisturizing cream, and oil free make up remover as a signing bonus.*



*You can go to [www.marykay.com/ndowd](http://www.marykay.com/ndowd) click on the icon to the upper right hand side that says "Sell Mary Kay" to find out more information.*