



4 Point Recruiting Plan

Mary Kay *personally* developed the 4 Point Recruiting Plan when she began holding skin care classes in 1963. By following these easy steps, you can leave each class with personal prospective team members and referrals.

1 Ask who might be interested

Before every skin care class, ask the hostess, “who is coming today who might be interested in doing what I do?”

2 Tell your “I” Story

At the beginning of each class, give a brief, heartfelt, enthusiastic talk on why you began your Mary Kay career and what it means to you.

3 Select at least one person

Offer her your career. She can be the one with the most outgoing personality, the one who buys the most product, the one with business experience, or the one who seems the most interested. At your individual close, let her know you’ve chosen her and make an appointment for you or your Sales Director to tell her more about your career.

4 Offer the hostess a special gift

for any person suggested by her who is accepted by the Company and becomes a Beauty Consultant. The gift could be a merchandise credit or her favorite fragrance. In addition to the hostess and guests at your skin care classes, you’ll want to consider friends, relatives, co-workers and referrals as good sources for potential team members.

Team Building Guidelines

Follow the Golden Rule. If your prospect is a close relative or established customer of another consultant, allow that Consultant the opportunity to ask her to join her team.

No territories. Mary Kay follows an open territory policy for team building as well as for selling. This means that your team-building effort are not limited to a specific area within the United States, Puerto Rico, the American Virgin Islands and Guam.

A potential team member must be 18 years of age or older.

Avoid conflicts of interest. Your prospect cannot be a Mary Kay Inc. employee or relative of an employee.

Don’t prejudge. Your responsibility is to share the benefits a Mary Kay career has to offer so the prospect can make an informed decision.

Team Building Tools

Mary Kay offers you a wide variety of materials to use in your team-building efforts. These are available on the Consultant order sheet. As your Director, I can also get Linda Toupin “Choices” tapes and/or CD’s for you.