
RECRUITING

FROM NATIONAL SALES DIRECTOR ARLENE LENARZ

Recruiting is as important to your business as basic skin care! Until you are as consistent in recruiting as you are in the other areas of your business, you cannot experience the full benefits, both in personal growth and financial security, that Mary Kay has to offer you. If you can answer "yes" to the following questions, there is no reason why you should not be one of the top recruiters in your unit!

1. Do you believe in Mary Kay products?
2. Do you believe in the Mary Kay opportunity?

3. Do you believe in yourself?

The most important reason for recruiting is to become a better Consultant yourself. Not only will the amount of your Recruiting checks soar, but you also will grow as a person knowing you have invested in someone else's success

Where can you find recruits? The answer is everywhere! Through friends, relatives, customers and most importantly — Skin care classes! Recruit and achieve success!

ACCELERATE RECRUITING

Use the following tips to boost your recruiting skills and soar to success in the coming year!

1. **Be recruit-minded at all times !**
2. **Be aware of your appearance.** First impressions are important!
3. **Be thoroughly sold on your product, Company and career opportunity.** Enthusiasm is contagious!
4. **Develop a " success attitude"!**
 - a. Be 100 percent positive all the time!
 - b. Be sure your intent is serious.
 - c. Develop a willingness to share.
 - d. Constantly work to improve your ability to inspire others.
5. **Find recruits in key places:**
 - a. Skin Care Classes (always two potential recruits)
 1. Use the four - point recruiting plan.
 2. Select at least one prospective recruit and approach her.
 3. Ask for referrals (in or out of town) at skin care classes. Have a special pad available for them to write down referrals.
 4. Your personal production will show potential recruits it can be done.
 - b. Civic Organizations and Church Activities.
 - c. Businesses
 1. Department stores
 2. Grocery Stores
 3. Dry cleaners
 4. Restaurants
 5. Drug stores
 6. Offices
 - d. Pink Ticket Customers — either recruit pink ticket customers or ask them for referrals.
 - e. Referrals from Mary Kay complimentary facial boxes.
6. **When talking to potential recruits, point out the many advantages of the Mary Kay career such as shorter hours, prizes, recognition, new friends, self - improvement, self - satisfaction, no daily traffic problems, being your own boss, unlimited income potential and potential tax deductions, etc.**

Most of all, just remember to **ASK !!** Next, get your recruits while they are enthused. Don't give them time to cool off. Keep them busy and you have got a recruit!!