**Anatomy of an Interview**

*ALL THE FUNDAMENTALS APPLY.*

<table>
<thead>
<tr>
<th>KEY BUSINESS FUNDAMENTAL #1:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationships are all about CONNECTING with people.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEY BUSINESS FUNDAMENTAL #2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>It works without me because I have planned and delegated ahead of time, so my focus can be 100% on the people.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEY BUSINESS FUNDAMENTAL #3:</th>
</tr>
</thead>
<tbody>
<tr>
<td>You can love her without leading her, but you cannot LEAD her without loving her.</td>
</tr>
</tbody>
</table>

“We’re going to begin by me asking you to tell me about you. I’ll tell you about me. We’ll talk about the Mary Kay opportunity. I’ll ask you some questions, and then we’ll be done, ok?”

1. Begin by saying, “Tell me about you!” LISTEN TO HER. Learn her Communication Style and who she is.
   - D will share about__________________________.
   - I will share about__________________________.
   - S will share about__________________________.
   - C will say, “____________________________.”

   “Tell me about you.”
   “What do you like the most about what you do?”
“What do you like the least about what you do?”
“What if you could design your life, what would it look like...today? 5 years from now? 10 years from now?”

2. Share your I-Story with the purpose of relating it to HER. This is where you will BUILD THE BRIDGE between you and her in order to build trust/build relationship so that she feels safe enough to explore the MK opportunity.

3. Skeleton of the Marketing Plan
   Pull out the “Perfect Opportunity Brochure”, the “Car Flyer”, and the Applause Magazine commission checks pages. Say, “I’m so excited to get your opinion of the Mary Kay opportunity. We’ll start with the basic facts of the business, and fill in as you need, ok?”

   Give her the basic facts of the MK Business, with a special emphasis on those that would most interest her.

   **D:** Total control of your business. Fast advancement. Director & NSD position and income. FREEDOM!

   **I:** FUN! Recognition! Seminar. Positive impact on women’s life. Luxury Trips around the world

   **S:** Steady income. 2 hour SCC = $100 in her pocket—helps her to be able to predict and schedule how much she’d need to work her business in order to contribute enough financially to her family and know how much time away from her family it would take. Reorder business.

   **C:** She needs ALL the facts. But present them in a basic way, and then let HER tell you which facts she really needs by asking her questions.
4. Find out her needs/desires
   After you’ve given her the BASIC facts of the business, ask her what attracts her MOST to the business. This is her need and/or her desire. THIS IS WHAT WILL BRING HER IN. Now, you need to find out how to match what her needs/desires are, with what MK has to offer, and be able to combat every objection she has so that she stays focused on what MK will do for her. YOU MUST STAY FOCUSED ON HER NEEDS/DESIRE, otherwise you’ll buy into her objections and will begin to believe that MK isn’t right for her—when she’s already told you it is.

   “After all you’ve just heard, what attracts you the most to this business?”

   Then say, “Let me ask you this. If you were going to do this for ______ [her already stated need/desire], what do you think you need to know about the business in order to consider it.” [you are inviting her to EITHER ask more questions to GAIN information, OR an objection. Be ready for both.]

5. Objections
   YOU MUST BECOME A MASTER AT OVERCOMING OBJECTIONS IN THE INTERVIEW PROCESS. The number one way to master objections, is to be VERY CLEAR on what MK has to offer HER that she WANTS or NEEDS. When you’re clear on that, you WILL be able to overcome any objection she throws your way.

   The most common objections are:
   
   TIME
   MONEY
I’M NOT A SALES PERSON
I DON’T KNOW ANYONE TO SELL TO
I DON’T WEAR MAKEUP
HUSBAND

“If you were going to come begin this business for ______, what else do you think you might need to know.” [you are simply inviting objections/questions, in order to overcome them with facts to help her move towards a decision about whether it is or is not right for her. You will say this over and over again until her answer is, “Nothing.”]

OVERCOMING OBJECTIONS

You must invite objections in order to overcome doubt, fear, and give her all the information she needs in order to say YES to the MK opportunity. BUT, you must be PREPARED and know exactly what to say in order to combat the objections to help move her forward. The GOAL in inviting objections is to OVERCOME them with factual information, in order to MOVE HER towards making a decision about MK. The number one way to overcome any objection to the MK opportunity is to CLEARLY UNDERSTAND what she wants, and how MK can fill that need/desire. Stay focused. Remember—YOU’RE in charge, here. You’re the leader. And your job is to give her all the information in order to help LEAD HER to a decision that’s right for her.

TIME: “I don’t have any time.”
This is the most common objection. The solution? Show her how to make $100 in two hours, and [depending on her DISC style], show her how that will GROW her business into a SIX-FIGURE INCOME, luxury lifestyle [5-star trips around the world,
Cadillac every 2 years, etc]. Show her how ____ hours per week will give her what she desires most. “If I could show you how to make $100 in 2 hours, would that be desirable to you?”

MONEY: “I don’t have $100 to buy the Starter Kit.”
This is one that hits home for me. I had $26 to my name, and $30,000 of debt. SINGLE. I didn’t have any money either.
**What you MUST look for is someone with a FIND-A-WAY-MAKE-A-WAY spirit.** She doesn’t have to have money. She just needs to be able to FIND it. Overcome this objection IN THIS ORDER.

Option A: “Do you have a credit card?”
She could put it on a credit card, receive the Starter Kit 5 days later, and be in business to NEVER AGAIN be without a disposable $100. EVER.

Option B: “Who do you know who might be willing to help you get started?”
Suggest a parent, relative, friend...

Option C: “Are you willing to work for it?”
If she says YES, that she’s willing to work for it, give her a Look Book, sales tickets, instructions on how to take orders, and a DEADLINE of no longer than one week. Tell her that whatever she sells, you’ll give her the profits to put toward her Starter Kit.

“I’m not a Sales Person.”
Say, “Great! I don’t look for ‘sales people’. I look for women who can simply learn how to teach skin care. What I’ve learned is that women love to shop, but they don’t like being sold to. And so, sometimes, people with sales experience turn women off. So if you’re NOT a sales person—that will only help you!”

“I don’t know anyone to sell to.”
Show her the SYSTEM of Mary Kay. Then, share that there are many ways to find women to sell to. “Everyone buys skin care, and most women buy makeup, so there are already BUYERS out there. “If I can show you the SYSTEM of the business, the repeatable system that’s worked for over 45 years, do you think you could learn?” Share about hostess program, and working with businesses. Hostess Program would appeal to the ___ and the ___. Business networking would appeal to the ___ and the ___. [most likely]

“I don’t wear makeup.”
“I don’t wear makeup. How could I sell something I don’t wear?” Answer: “You have skin, don’t you? The majority of a new consultants’ business is skin care. We teach Skin Care Classes! So you won’t be doing a lot with color anyway. And when you’re ready to begin learning about color, all the information and education you need is provided for you to learn.”

HUSBAND
There are two ‘HUSBAND’ objections. And they are very different. You must discern which husband objection she’s using, because the responses are very different.

Husband Objection #1:
A woman will usually blame her husband for not “letting her” say YES at the interview, when she knows that she’s probably going to say yes, but feels AFRAID. When a woman plays the ‘husband card’, it’s almost always at the END of the interview, when she doesn’t know what else to say. She’s come to a point where you've overcome all her objections, you've kept in front of her need/desire, and she knows that she really wants to be a part of the business...but in walks FEAR. So, at one last attempt to try to 'get out of it', she plays the 'husband card’, and says, “I need to ask my husband.” Your response, “Great! What do you think he’ll say?” 9.99999 times out of 10 she'll reply, “He’ll tell me to do whatever I want to do.” THAT'S WHEN YOU KNOW IT'S FEAR. She already knows she has her husband’s support. She just SAID it out of FEAR. So reply, “Well Great! If you know you already have his support, then is there any reason why we couldn’t get your starter kit ordered today?” Close her.

**Husband Objection #2:**
This husband objection will ALSO almost always come at the end of the interview. She'll say, “I need to talk with my husband.” You reply, “Great! What do you think he’ll say?” She says, “Well, he’ll probably tell me to do whatever I think is best, but we discuss everything together as a team before one of us makes a big decision that will affect the other.” You reply, “I think that is very wise, and I respect that very much. Is there any other information you think your husband will need in order to make this decision with you that you haven’t asked?” ... If no, then say, “OK. Do you think you’ll have a chance to sit down with him tonight? Great. I’ll call you tomorrow at ___ to get your decision, ok?”  Call her at the appointed time and get the best phone number to reach her on at that time. Close her.
THE DIFFERENCE: One woman USED her husband as an excuse out of FEAR. The other woman recognizes her ‘oneness’ with her husband, and wants to involve him in THEIR decision. BIG DIFFERENCE.

CLOSE THE INTERVIEW
An interview without a PROPER close is no interview at all. It’s simply a conversation…unless you LEAD her to a decision. The CLOSE is all about LEADING HER to the decision that’s right for her. A close is a YES or a NO. It’s a decision.

“If you were going to come begin this business for _____, what else do you think you might need to know.”
She replies, “Nothing.”

Then, you close her. Say, “OK. Well, then is there any reason why you couldn’t get your starter kit ordered today?”

At this point, she will either decide to move forward, OR she will come up with another objection. Overcome the objection, and THEN say, “Is there anything else you need to know?” If she says, “No,” then repeat the question. “OK. Well, then is there any reason why you couldn’t get your starter kit ordered today?”

Option A:
She’s ready. Pull out the agreement and let her fill it out. While she’s filling it out, SAY NOTHING. She’s concentrating. If you’re tempted to speak, it’s because
YOU feel uncomfortable. She's not uncomfortable, she's concentrating. SAY NOTHING. Sit there quietly. [make sure you ask what her mother’s maiden name is, and write it on the agreement. You’ll need that when processing her agreement.] When she’s finished filling out the agreement, give her the pink copy. Let her know that her director will be calling her and setting up her orientation while she’s waiting for the starter kit to arrive. Make plans to go TOGETHER to the next Success Meeting. She will feel SECURE going with you. TELL her when it is, tell her what to wear, and when you’ll pick her up. Don’t ask her. TELL her. She needs leadership, not suggestions. LEAD her.

Option B:
You’ve overcome ALL her objections. You’ve asked the closing question...and she’s STILL hesitant. She has no more objections, really wants _____ in her life, you’ve shown her exactly how MK can provide that, and she’s immobile. At this point, you’re dealing with FEAR. CALL IT OUT. Fear loves to live in secret, so CALL IT OUT. Say, “Whenever I get to this point with someone, the place where you can really see how MK would benefit your life because it will provide _____ that you currently don’t have, and there’s something stopping you from moving forward, I know it’s either lack of information, or fear. Is there anything else you need to know about MK?” Let her respond. She’ll probably say No. Then lower your voice, and in a very compassionate way say, “Then, I think it’s fear.” Look at hear sincerely and compassionately. Then say, “Fear has never provided anything great in our lives. And there is nothing to be afraid of. Mary Kay is the most wonderful company in the world. I’ll be with you every step of the way, and my director and I will show you everything you need to
know. You’re going to be great. Everyone who tries, IS. Let’s do this, ok?”

If she’s ready to move, she’ll move then. And if not, she may come up with another objection. Overcome it. And she may say, “I just need to think about it.”

OK—if she’s a C, she needs facts. Say, “OK, what other information do you need that you don’t already have?” Give her facts until she has ALL the information. Close her.

If she’s an S, she WILL NOT SIGN today. You’ll run in circles trying to get an S to sign that day, and she’s not wired to make decisions like that. So, next step—bring her to unit meeting.

SOME STYLES take layering. C & S need layering. They most likely won’t sign in one interview. So, you ALWAYS need a backup plan, a NEXT STEP move for a C/S.

**LAYERING OPTIONS AFTER THE INTERVIEW**

✓ Success Night—THAT week if at all possible. Make plans to go TOGETHER to the next Success Meeting. She will feel SECURE going with you. Tell her when it is, what to wear, and WHAT TIME YOU’LL PICK HER UP. Go together.

✓ 24 hour sleep test—Say, “OK, let’s do the sleep test. I’m going to call you tomorrow at ______. If you walk out of here, and don’t think about MK at ALL, then we’ll both know that MK is not right for you. BUT, if you go home, and you think about it, and you can’t stop thinking about it, then you’ll know that MK is
something you'll have to try! All I ask is that you pick up the phone tomorrow at ________ when I call you. And I'll accept whatever answer you give me, ok?"

✓ HOST a SCC—this is reserved for a HIGH S. Use discretion here. Is she on the BRINK of saying YES to MK? Then bring her to unit meeting and your director will close her there. Is she REALLY hesitant? Then have her host a SCC with her friends so she can see what her job will be like, AND how her friends will respond! She needs to feel safe and secure, and that just might be what she needs to see.

{A note about inventory...if in the interview process, she asks about inventory, PLEASE heed this advice for HER benefit AND yours. Inventory is considered to be ‘age-appropriate information’, and you’d be wise not to talk about inventory at ALL until you’re a DIQ who’s been trained on how to talk about it to a new consultant properly. The proper consultant’s response to a prospect and/or new consultant’s questions about inventory is, “Inventory is a very personal decision. Some people get a little, some people get a lot, and some people get none. My director will be happy to discuss your options with you, to help you make the best decision for you.”}

A Note about the Interview:
Your GOAL is to listen to her needs/desires, clearly see how MK COULD fill that need/desire, and help her to make the connection for herself. You MUST be clear about that process, so that you don’t buy into HER fear, but HELP HER overcome her fear. You are also to LISTEN to her in a way that you really are open to whatever is RIGHT for her. Sometimes, even the GREATEST OPPORTUNITY IN THE WORLD is not right for someone, or not right for her NOW. It’s all part of the
process. Be BOLD. Use discretion. And DO NOT buy into fear.

In order to be a MASTER INTERVIEWER/RECRUITER, you must:

1. Be SOLD on the opportunity yourself in ways that benefit ALL people/behavioral styles/lifestyles.

2. KNOW the opportunity inside, outside, backward, and forward.

3. Ask questions and LISTEN to your prospect so that you can truly hear what her needs & desires are.

4. Be able to CLEARLY COMMUNICATE this opportunity in a way that would BEST serve the prospects’ needs.
   
   Ex: She’s a D. She already makes a six-figure income. BUT, she has a boss that she doesn’t like, and never sees her kids. What does the MK opportunity have that she doesn't, that could give her what she already has and MORE? Focus on: Advancement, Unlimited earning potential, flexibility, lifestyle. Do NOT focus on reorders, hobby consultant, make a little EXTRA money.

   Ex: She’s an S. She’s a stay at home mom. Flexibility is her middle name. But, she needs to contribute financially to the family. Focus on: Skin Care Classes. Reorders. Adult conversations with women = Fun! Do NOT focus on the unlimited earning potential and fast advancement possibilities.

5. LEAD HER to make the RIGHT decision for her. And that means, identify when FEAR is talking, and don’t let her
make a decision based on ANYTHING other than the facts. But also be willing to recognize when/if this opportunity isn’t right for her BECAUSE it won’t provide for her needs/desires.


7. Be emotionally healthy. The only way you can truly serve someone in this business, and especially in the recruiting process is to be EMOTIONALLY HEALTHY. You cannot NEED her to do anything for you. As long as you’re focused on how she can benefit YOU, you’re limiting your ability to lead her to the right decision for her with integrity. There are consequences to operating a business with a lack of integrity.