

# TEAM BUILDING WITH CDs!

*Naturally, I believe that bringing people to Success Night is a wonderful thing to do, but for those people who you just can't pin down to a time– we've got CDs! Make sure you have at least 3 copies of the incredible Imagine the Possibilities DVD, Team-Building CD, or Choices CD by Linda Toupin.*

*Listen to the CD yourself first. Then select people to hear it. Review the "tips" listed to ensure that you make the most with your efforts! I'm eager to hear from you! I want to have every advantage possible in building your business!  
I'm supporting your success!*



## Working with Marketing CDs as a Recruiting Tool!!!!

1. Set a Goal! How many Team Members do I want to add? How many people do I want to listen to a CD?
2. Set a Time Frame. Enthuse your prospect to listen to your CD within a 24-hour (max 48) time frame. Script:  
"Hi \_\_\_\_\_! I'm so excited! Do you have a quick minute? I've just started my career with Mary Kay and as a part of my training, I need to share some information about our company. My Director has asked me to select the warmest, sharpest, and most wonderful women I know to hear how we make money. (Name), with no obligation on either of our part, is there any reason why you wouldn't be willing to listen to an entertaining CD and fill out a brief questionnaire? It's a CD you could listen to in your car. Can I count on you to help me out by just giving me your opinion?"
3. Confirm Drop Off Time! Drop the tape off. Provide "free gift" (eye shadow, sample Satin Hands, lipstick, etc.) for listening within 24/48 hours. Establish "pickup" time– allow 30 minutes for practice interview.
4. Before the questionnaire, have her go through "Why Become a Consultant" to determine how much product she uses. Show benefit to "shopping" at wholesale for her personal use and her warm circle of friends and family. Go through the questionnaire. Ask the questions. Listen. Write her answers. (I will follow up on any questionnaires mailed or handed in to me by you. Make copies of this handout for every interview.)
5. Invite her to become a beauty consultant by saying, " \_\_\_\_\_, I'd love to work with you. I'd be so proud to have you on my team and in our #1 unit! I know you'd enjoy shopping for your cosmetics at wholesale and I know you'd love sharing them with your friends and family. Is there any reason why we couldn't go ahead and get your showcase ordered? How would you like to take care of it? MC/Visa/Discover/Personal Check? (DON'T PAUSE UNTIL YOU FINISH.)
6. Give her the next step...
  - If the answer is "NO," or "No, not now", shake hands and get a commitment from her that if and when she does ever come into Mary Kay, that it would be on your team. Book her for a skin care class. Ask for a referral. " \_\_\_\_\_, now that you know the qualities we're looking for in a consultant and know more about our company, who do you know who might want some free product samples who would be willing to listen to my tape this week... come to my success event... need some materials by mail if out of town..."
  - If the answer is YES, give her the next step– Success Meeting Location- (so you can pin and introduce her). Ask her what she is most excited about. (Do not go into Inventory; go 1 step at a time.) Make sure she is on the Basic Skin Care, Glamour & Body Products. (Sell to her at retail and/or after orientation, work with her to get her order in.) Congratulations! Make sure to call me immediately after you get her signed Beauty Agreement!