

Sharing Appointment Guide

Tips:

1. Meet together FACE TO FACE.
 - a. In person > FaceTime/Zoom > Phone Call. NEVER TEXT.
2. Take notes in my team building note book, remember, this is an interview! Have all my scripts and tools printed in a binder for reference.
3. Use a team building note book with photos and other information in it to share the facts.
 - a. Have a team building packet including:
 - i. Different Philosophy Sheet
 - ii. 2025 MK opportunity driven flyer
 - iii. 2025 Starter Kit flyer
 - iv. Unique agreement link
 - v. Business card
 - vi. Sign on bonus gift join me today!
4. Have a smartphone, laptop or tablet to fill out the agreement online.
5. Focus more on getting to know the other person better and filling a need for them. This is about THEM, NOT ME.
 - a. Remember **God gave me two ears and one mouth** so I can listen more and talk less.
6. TAILOR THE SHARE TO THEM!
 - a. Be sure to answer their questions.
 - b. This part should sound more like a conversation instead of information overload.
 - c. Tell my story.

OPENING:

Hi ____! Thank you so much for taking the time to speak with me today and help me with my training as I become a Mary Kay Independent Sales Director! Lindsey, my Pink Cadillac driving director and mentor is also on this call to listen. She may join in on conversation, specifically to help me with my training. Lindsey, this is ____, one of my clients/friends/family.

During this call, I will first ask a few questions to get to know you better, then have you ask me a few questions about the opportunity, and then share a little bit about myself and wrap up by getting your quick opinion. Sound good? Great!

- Tell me a little bit more about yourself?
- You can ask some additional questions depending on how they answered. Like what do you do for work, or what do you love about what you do? Take notes on what they say. This is to help you learn about them and fill a need in the sharing appointment.

Now, I'll have you ask me a few questions about the opportunity side of Mary Kay, not the products but the opportunity. What are your top 2 questions, what would you be curious to know?

TAILOR THE SHARE TO THEM!

- d. Be sure to answer their questions.
- e. This part should sound more like a conversation instead of information overload.
- f. Tell my story.
- g. Use MRSCAB through your story or answer their questions with it going over the MK Opportunity flyer.

MRSCAB:

- **Money:** review 2025 opportunity sheet with the cars, MRSCAB and party income breakdown 50% income potential, Teambuilding commissions.
- **Recognition:** prizes weekly, monthly, quarterly, recognition at events and even in company publications (digital applause! magazine)
- **Self-esteem and personal growth:** It's the best self improvement course that I GET PAID to take! Can give a personal example
- **Car:** review the sheet and show the car options. 85% car insurance is paid by MK corporate! New car every 2 years.
- **Advantages and advancements:**
 - Tax advantages
 - Lots of support and complete training - online modules, in person meetings locally, coaching and mentorship, friendships that last forever!
 - NSDs even have a retirement program!
- **Be your own boss and have balance:** Faith first, family second, career third.
 - You are the boss. You plan your schedule. You decide.
 - This is NOT a get rich quick scheme... It is a legitimate business that can provide incredible things if you put in the effort. What you put in, you will get out!

Next, the 6 key qualities we look for are:

- Busy people
 - They get things done! Know how to prioritize
 - Good time managers, they have to be!
 - The avg. consultant works full time, is married with at least 2 kids
- Have more money than money
 - Motivated to make money!
- Not the sales type
 - Good! We don't want to retrain!!
 - Not pushy, we want informative.

- Attract, not attack!
- Don't know many people
 - Wonderful way to meet people!
 - Support is available, we share ideas at meetings, etc.
- Family oriented
 - Family is the reason, not the excuse
 - God first, Fam second, career third – it aligns!
- Decision makers, not procrastinators
 - There is never a good time to start something new! There will never be all green lights on the road at the same time.

CLOSING: ZIP IT!

1. **What out of everything I shared impressed you, or stood out the most?**
2. **If you were to do this right now, what could this provide for you in your life?** What could you or your family get out of it right now?

GO OVER THE STARTER KIT: Here's how we get started! Then explain.

3. **I'd love to work with you because XYZ, is there any reason why you wouldn't want to work with me too?**

QUESTIONS TO ASK WHEN THEY OFFER OBJECTIONS:

I CAN'T SELL

7. Can you tell me more about that?
8. How have you liked the products?
9. What products are your favorite?
10. How do you feel about just sharing the products with family and friends?
11. Who do you think would support you in your business?
12. What support/training would you need from me?
13. What do you think about having no quotas in Mary Kay?

I DON'T HAVE THE MONEY

1. How do you feel about slowly saving up the \$100 in the next few weeks?
2. Tell me, when will you be in a position to have complete control over having a disposable income whenever you want or need it?
3. Who do you know who would support you in helping you start?
4. How would you like to be able to pay for the starter kit?

I DON'T HAVE THE TIME/ I AM TOO BUSY

1. How long have you been busy?
2. When do you think you won't be busy?
3. What are you missing out on now that you want to have more time for?
4. If nothing changed, 5-10 years from now what would you have missed out on because of not having enough time?
5. If I could teach you how to do this business on 3-5 hours a week, would it be worth it to you?
6. How much time do you think a Mary Kay business takes?
7. If I could help you make an extra \$300-500/month would you be able to find the time?

I'M TOO SHY

1. Who do you know in your life that would support you as you started?
2. Who are comfortable with?

3. How would you feel if you had a script for appointments?
4. What do you think about using this business as a way to grow your self-confidence?
5. What areas in your life do you NOT feel shy?
6. When do you feel most confident?
7. How would knowing you will have a support system make you feel?

I'M NOT THE SALES TYPE (also refer to "I cant sell")

- What do you love about the products?
- What do you mean by "sales type," can you explain that to me?
- What makes someone pushy?....do you feel like you possess any of those characteristics?
- You/your friends took home products after our appointment, how do you think I was able to sell those products?
- When we had our appointment, did you feel like I was a sales person?
- How did you feel about your skin and makeup after our appointment?....would you want to share/pass on that feeling to others?
- If you did this business, how would you want people to think of you?

I AM NOT LIKE YOU

- What about yourself do you like?
- What qualities do you possess that you would want to share with others?
- How can these qualities be used in this business?
- Who would you want to inspire with this business?
- What training would you need to feel equipped to do this business?

I WANT TO THINK ABOUT IT

- How much time would you like to think about it?...when can we talk/what time?...do you want to call me or may I call you?
- What other questions do you have to help you make your decision?

MY CHILDREN ARE TOO SMALL

- How can this business influence your children?
- How much time would you be able to do this business keeping in mind the age of your kids?
- What amount of flexibility is important to you to raise your kids?
- Who else do you know that works with small kids?
- Who do you know who would be willing to watch your kids 3 hours a week while you work?
- What kinds of things would you use extra MK \$ on to support your family/kids?

WAIT UNTIL...

- What would make it a perfect time?
- When do you see your schedule/life changing to fit in MK?
- How do you feel about a business working for you vs you working for a business?
- What if you started now and it exceeded your expectations?

MY HUSBAND...

- How do you think he would feel about it?
- What questions/concerns do you think he would have?
- When would you be able to discuss this with him?...how would he feel about all meeting together or him watching the video too?
- What would make him feel comfortable?
- How does he usually support you when you want to do something new?

I LOVE MY JOB

- Could you use an extra \$100/week?
- What do you think of having this be something fun you do on the side but not becoming/replacing your full time career?
- How do you feel knowing that most other consultants build a mary kay business with another full time job?
- What could MK provide for you that your current job does not?
- How do you feel about doing it as a hobby?

I KNOW OF SOMEONE WHO DID THIS AND QUIT

- What do you think is the worst that could happen if it didn't turn out the way you expected?...what is the best that could happen?
- MK is not for everyone, but how could it impact you personally?
- How does one person's experience impact your personal experience?
- What is your fear?
- What would need to be different about your experience?
- How do you feel, knowing it is my responsibility to equip, train, and support you based on your own goals?

I DON'T WANT TO OBLIGATE MY FRIENDS

- Who do you know that knows 5-10 people that you do not know?
- In what ways would friends and family be willing to support you?
- Where do your friends buy makeup/skincare from?...would they be willing to support you just by trying the products and comparing the two?
- Who do you know that would want to share their opinion with you about the MK products?

IT'S NOT THE RIGHT TIME

- When would be the right time?
- What would need to change for it to be the right time?
- Hypothetically, how would MK fit into your life right now?
- How would mk impact your life now?
- What makes it not the right time?
- Where do you see MK being a conflict?...where do you see it being a benefit?

I DON'T WANT TO

- What about this makes you not interested?
- What would change your mind to want to?
- When would you see this fitting into your life?
- How do you feel about being a preferred customer?
- How would you feel about passing this opportunity onto anyone you know who would be interested?...who may be interested that you know?
- Is continuing to be a customer more of what you are interested in?
- No not now, or no not ever?... (not now)...may I call you in 2-3 months to see if things are different for you?... (not ever) I understand. If that were to ever change...I am available.

One-liners for objections:

? “I’m not a sales person.”

“Perfect — if you were, we’d have to unlearn that, because Mary Kay is a relationship and education business, not a sales one.”

? “I don’t know many people.”

“That’s okay — this business is built on real customers, not just friends and family, and you’re never doing it alone.”

? “I’m too busy.”

“Honestly, busy people do best here because it’s about consistent small pockets of time, not huge time blocks.”

? “I don’t have time right now.”

“There’s never a perfect time — just like traffic lights are never all green — but this fits into real life as it is.”

? “I don’t want pressure or quotas.”

“That’s one of my favorite parts — there are no quotas, and you grow at your own pace.”

? “I’ve been burned by direct sales before.”

“I get that — what felt different for me is the training, support, and focus on relationships and personal growth.”

? “I don’t think I could make money.”

“You make 50% profit on sales, and what you earn depends on what you choose to put into it — no ceilings, no pressure.”