

★ ★
**SIX MOST
IMPORTANT**
follow-up
TIPS
—
MARY KAY®



YOU'VE SHARED THE MARY KAY OPPORTUNITY AND HAVE RECEIVED RESPONSES SIMILAR TO THESE:

A Absolutely! I am interested and want to start right away.

B Book me for a follow-up appointment. I still have questions and would like to discuss further.

C Could be for me down the road, but until then I would love to remain your customer.

1 IF YOUR POTENTIAL TEAM MEMBERS CHOOSE A:

- **Share the startup options** to determine which will best **support their goals**, helping them choose what's right for them.

2 IF THEY CHOOSE B,

- **Schedule the follow-up appointment as soon as possible, while they're still excited about the opportunity, and answer any additional questions they may have. Some common questions you may receive are:**
 - **What if I've never done something like this before?** Respond with something like: "No worries! Starting a Mary Kay business is totally fun and totally flexible. And know, you are in business for yourself, but never by yourself! Mary Kay continually develops resources to help you along the way. At minimum, you'll learn how to take care of your skin and have some fun too!"
 - **What if I don't have the money?** Respond with something like: "There are different ways to start a Mary Kay business. Let's go over them to find which one works best for you."
 - **What if I'm not the sales-y type?** Respond with something like: "That's OK! Many successful independent sales force members didn't start out that way either. Women want to take care of their skin with products they can believe in, and I can teach you how you can share these products with women who need and want them."
 - **What if I don't have the time to work my Mary Kay business?** Respond with something like: "I totally get it. The great thing about the Mary Kay opportunity is that you can work it as little or as much as you like based on your goals and schedule."

3 IF THEY CHOOSE C:

- Continue providing them with **Golden Rule customer service**. Situations may change, and you can offer the opportunity to them in the future. Focus on **building your relationship** and sharing your love of Mary Kay.
- Additionally, ask if they are interested in **hosting a party** and **earning rewards**. It's a **win-win** for you both.



4 IF THEY DECLINE A, B AND C:

- Respond with **empathy**. Positivity can leave a lasting impression which may lead to future interactions. You can ask if they know anyone who may be interested in this opportunity, and they may say yes. If so, get all the info! **Follow up a few days later** by sending a thank-you message, along with a link to **the Interactive Catalog** or more.

5 KEEP IN MIND:

- Some people may say no to everything you offer. This doesn't mean you are doing something wrong; it is simply part of this business. As Mary Kay Ash said, **“Never give up, because you never know if the next try is going to be the one that works.”**

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VISIT
MARY KAY INTOUCH®

**TO CHECK OUT MORE TEAM-BUILDING
RESOURCES TO HELP YOU FEEL CONFIDENT
AND PREPARED WHEN SHARING
THE OPPORTUNITY!**

