

# "Inner-View" Guide

Avoid the word "I", because then it becomes about you

Date \_\_\_\_\_ Consultant \_\_\_\_\_  
 Prospect Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_  
 Home # \_\_\_\_\_ Work # \_\_\_\_\_  
 Cell # \_\_\_\_\_ Best Time to Call \_\_\_\_\_  
 E-mail Address \_\_\_\_\_

- Use the product yes or no
- Hostess for a party yes or no
- Literature Yes or no
- Audio/Video yes or no
- Guest at event yes or no
- Next step \_\_\_\_\_

## STEP 1: Our Agenda & You

1. I'll ask you to tell me a little about yourself, so I can get to know you better.
2. I'll tell you a little about me and my Mary Kay journey.
3. I'll share some facts about our career.
4. I'll answer any questions you may have.
5. Because we've done the other 4, I'll ask you if you'd like to work with me.

Tell me a little about yourself...

What brings you joy?  
 What did you enjoy about that experience?

Tell me about a time when you were proud of yourself.

What do you value most in your life right now? Need or want most?

Fast-forward in life a year from today. If money and time were not an issue, what life would you be living?

Are you currently on-track to make that happen?

## STEP 2: Me

Let me tell you a little about myself, and why I love what I do!

## STEP 4: Transition

If I only had 5 minutes to share some facts with you about our career, what would you want to know?

There are 3 paths that a consultant can follow, & most people only know about the 1st one, which is being an Independent Beauty Consultant. A consultant builds a customer base & a small team, and usually profits anywhere from a few hundred extra dollars a month to a few thousand. A 2nd path would be Independent Sales Director. A director likes to coach & teach others, so she looks for at least 23 other beauty consultants she can mentor, and may earn anywhere from \$25,000 - \$250,000/yr. The 3rd path is National Sales Director, who is interested in being a leader of leaders & earning anywhere from \$150,000 to over a million a year. Which path would you like to hear more about? \_\_\_\_\_

### MARKETING PLAN POINTS

Golden Rule **Philosophy & Priorities** of Faith, Family, Career  
 No Territories/No Quotas → **Flexibility**  
 Be Your **Own Boss/** Advance at your **own pace**  
 Increased **Confidence** and Self Esteem/**Recognition & Prizes**  
 Free & on-going **education** in business & life skills  
**No risk**, company backs all product purchases  
**Dual Marketing plan**, not Multi-level ( or pyramid)  
 Career **Car** Program

### Qualities we look for in a Team Member:

**Busy** person, who also enjoys having fun  
 Likes **people** (doesn't necessarily know a lot of people)  
**Not the sales type** ( integrity, reliability, servant's heart, warm & friendly, coachable & teachable)  
**Money-motivated** (for self and/or others)  
**Family-oriented & Decisive**  
*Do at least 3 of these describe you?*

## STEP 5: Your Questions

May I share the qualities I see in you that would make you successful in our business?  
 \_\_\_\_\_

Would it be helpful to know the first steps if you were to get started?

Do you have any other questions that I did not answer?

## STEP 6: The Close

If you were to get started now, how could your lifestyle be improved a year from now?

If you do not get started today, what will your life look like a year from now?

Is there any reason why you wouldn't want to get started today?