



MARY KAY®  
ENRICHING WOMEN'S LIVES®



# INTERVIEW OUTLINE

## Pre-Qualification Interview Guide

This Interview is with:

Created by: Elite Executive Sr. Sales Director

*Rheanonda Johnson Gray*





# INTERVIEW OUTLINE

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Consultant Name: \_\_\_\_\_

Address: \_\_\_\_\_ Cell \_\_\_\_\_

City, State, Zip code \_\_\_\_\_

Email \_\_\_\_\_ Best Time to Call: \_\_\_\_\_

Current Occupation: \_\_\_\_\_

## THE AGENDA

1. I will ask you a few questions to get to know you better.
2. I will tell you about myself.
3. I will share the Mary Kay opportunity.
4. I am going to ask if you have any questions and what your interest level is.
5. I understand that the Mary Kay Opportunity may not be for you but at the end,

I need to ask you "IS THIS SOMETHING FOR YOU?" I just want you to know what to expect.

1. If you could describe yourself in 3 words, what would they be? \_\_\_\_\_  
\_\_\_\_\_

2. What do you like best about what you do? \_\_\_\_\_

3. What would you like to change? \_\_\_\_\_

4. Where do you see yourself five years from now?  
\_\_\_\_\_

5. If you could create the dream job, what two or three things would be the most important? \_\_\_\_\_

6. At this point in your life, what do you feel you need and value the most?  
\_\_\_\_\_

7. Thinking of your current job... do you consider it to be a career of a lifetime? \_\_yes\_\_no...  
have flexibility to take time off whenever you desire? \_\_yes\_\_no ...  
honestly feel you are paid what you are worth? \_\_yes\_\_no

8. What are some facts about a Mary Kay career that you would want to know? \_\_\_\_\_



# INTERVIEW OUTLINE

## ABOUT YOU

Name	
Spouse Name	
Anniversary Date	
Family Life	
Occupation	
Years on job	
Own Home or Rent	
Highest Level of Education	
One of my greatest accomplishments	

## ABOUT ME

Name	
Married/ Single	
My Family Life	
Current or former Occupation	
Started my Mary Kay Business ....	
Why I love my business today....	
One of my greatest accomplishments	





# INTERVIEW OUTLINE



I am building a *fabulous* team.

Here are seven qualities that I am looking for in my team.

On a scale of 1-5 how important is this to you? (1-not important - 5 very important)



Women who already know that God intended for them to have more.

1.



Women who value education and training.

2.



Women who can embrace Mary Kay's philosophy of God first, family second, and career third. Also the Golden Rule – treat others the way you would like to be treated.

3.



Women who can get excited about positively impacting women.

4.



Women who are willing to work to increase their financial situation.

5.



Women who have or want a high degree of independence.

6.




Women, who are willing to be part of a team, love to create a positive environment and have a will to win.

7.



# INTERVIEW OUTLINE

## PERSONALITY QUESTIONNAIRE... WOULD YOU SAY YOU ARE?




**Dominance**

CHARACTERISTICS

**High D:**  
Driven, Ambitious, Strong-Willed

**Low D:**  
Unobtrusive, Cautious, Agreeable

**Famous High Ds:**  
Gordon Ramsay  
Steve Jobs  
Kanye West  
LeBron James  
Christian Bale




**Influence**

CHARACTERISTICS

**High I:**  
Enthusiastic, Warm, Persuasive

**Low I:**  
Logical, Matter-of-Fact, Incisive

**Famous High Is:**  
Angelina Jolie  
Taylor Swift  
Jimmy Fallon  
Kelly Ripa  
Kurt Warner




**Steadiness**

CHARACTERISTICS

**High S:**  
Loyal, Relaxed, Passive, Patient

**Low S:**  
Impulsive, Eager, Flexible, Restless

**Famous High Ss:**  
Brad Pitt  
Aaron Rodgers  
Dr. Drew Pinsky  
Scarlett Johansson  
Carrie Underwood



**Compliance**

CHARACTERISTICS

**High C:**  
Detail Oriented, Conventional, Exacting

**Low C:**  
Arbitrary, Unbending, Unsystematic

**Famous High Cs:**  
Neil deGrasse Tyson  
James Franco  
Bill Belichick  
Arianna Huffington  
Martha Stewart

FROM ONE TO FOUR..NUMBER YOUR HIGHEST STARTING WITH ONE BEING YOUR STRONGEST - FOUR YOUR LEAST

<b>D</b>	<b>I</b>	<b>S</b>	<b>C</b>
----------	----------	----------	----------

### EXAMPLE

<b>D    #2</b>	<b>I    #1</b>	<b>S    #3</b>	<b>C    #4</b>
----------------	----------------	----------------	----------------





# INTERVIEW OUTLINE

Now, I'd like to share with you a little about Mary Kay!

## MARKETING PLAN

- \*Income is based on retail sales. 50% discount on wholesale purchase. Purchase for \$1.00, sell for \$2.00
- \*"Dual" Marketing, NOT multi-level or pyramid
- \*90% buy-back guarantee on Section 1 products purchased from the company.
- \*Everyone begins at the same level and promotes themselves based on performance and leadership.
- \*No territories, sales or time quotas assigned.
- \*Consumable product

## AVENUES OF INCOME

- \*Product Marketing
    1. On the Face – facials and classes
    2. On the Go – 15 min. "show & tell" appointments
    3. Online – shop 24/7 with our website
    4. On Paper – catalogs, brochures
    5. On with the show – party presentations
  - \*Team Building – paid commissions on people you recruit
  - \*Leadership – commissions paid to Directors
- Plus  
Social Media

Women come into Mary Kay for a variety of reasons. Which of the following would be important to you?

- \_\_\_ Company Philosophy: God first, family second, career third & living by the Golden Rule.
- \_\_\_ Money: Unlimited earning potential
- \_\_\_ Recognition: Prizes & awards for outstanding achievements
- \_\_\_ Flexibility: Work around your schedule
- \_\_\_ Self-esteem: Positive support system that encourages success.
- \_\_\_ Car program: Earn the use of a company car with the tax, title, tag & most of the insurance paid.
- \_\_\_ Tax Advantages
- \_\_\_ No territories or quotas: Sell products & build your team anywhere in the U.S.
- \_\_\_ Helping others feel better about themselves
- \_\_\_ Being your own boss

Go over Look Book with all the products scan to view

## DO YOU HAVE ANY QUESTIONS???







# INTERVIEW OUTLINE

The  
Diamond  
Dozen

## 10 REASONS

### WHY WOMEN SAY "YES" TO OWNING A MARY KAY BUSINESS

#1 RECEIVE YOUR PRODUCTS AT WHOLESALE! (50% Discount)

Leading question: Could you get excited about a deep discount and savings to you?

Answer: \_\_\_\_\_

#2 HIGHEST COMMISSIONS PAID FOR AN IN HOME BUSINESS! (4-13% and up to 36% Directors)

Leading question: How would it feel to be able to determine your own earning potential?

Answer: \_\_\_\_\_

#3 SELLING A CONSUMABLE PRODUCT! (Like Milk, Eggs or Bread)

Leading question: Isn't it reassuring to know we have products people need and want?

Answer: \_\_\_\_\_

#4 FLEXIBILITY & FREEDOM TO PRIORITIZE YOUR LIFE! (Set your own schedule)

Leading question: How important is it to you be able to enjoy your life and not just live it?

Answer: \_\_\_\_\_

#5 FINANCIALLY – THE SKY IS THE LIMIT! (No glass ceilings or brick walls)

Leading question: Right now, would having a great plan to save money be important to you?

Answer: \_\_\_\_\_

#6 EARN PRIZES & RECOGNITION & DRIVE A COMPANY CAR! (Equal playing field)

Leading question: How would you feel about receiving great perks for a job done well?

Answer: \_\_\_\_\_

#7 FREEDOM TO ADVANCE! (Move up and make more money)

Leading question: How would it feel to be able to promote yourself whenever you wanted to?

Answer: \_\_\_\_\_

#8 INCREDIBLE TAX DEDUCTION! (Things you already use now becomes your deduction)

Leading question: This year, could you use a large, medium or small tax deduction?

Answer: \_\_\_\_\_

#9 NO QUOTAS OR TERRITORIES! (No limits)

Leading question: How exciting is it to know you can sell anywhere in the US?

Answer: \_\_\_\_\_

#10 NOTHING TO LOSE! \$90 INVESTMENT – 90% BUY BACK! (Peace of mind and protection)

Leading question: How do you feel about the low start up cost and to know our company backs your business 100%?

Answer: \_\_\_\_\_

**Side Note:** Share information but also allow her to engage in conversation. Ask questions and experiences. The more she talks the more she sells herself on the business. Use the Leading Questions to help her engage. Take lots of notes....



# INTERVIEW OUTLINE



## SURVEY QUESTIONS

1. What would you like more of in your life right now (circle one)...fun & girlfriend time, money & perks, flexibility, OR making a difference to someone else?
2. What would be important for you to have? More Confidence, Courage, Choices or all three?
3. From everything you heard today about the MK opportunity, what was most appealing?
4. If I could answer any other questions about my business, what would you want to know?
5. If you were to try MK, what is a personal strength that would help you be successful?
6. If you knew you couldn't fail, would there be any reason why you wouldn't want to give this a try?
7. On a scale of 1 to 10, 1 being never, 10 being sign me up today, where would you be? No 5's ☐

**1 - 2 - 3 - 4**

**Customer or Hostess**

**6 - 7 - 8 - 9 - 10**

**Need more information or ready to sign up**

8. Not a 10, then what would it take to get you to be a 10?

Last question... To be entered into a drawing for a beautiful gift, would you be open to a conversation with my leader? Yes or No

If she says no, invite her to a in person or online event..





# INTERVIEW OUTLINE

## SEVEN KEY QUALITIES FOR SUCCESS FOR MARY KAY BEAUTY CONSULTANTS

1. **WE ARE BUSY PEOPLE!!** Busy people get the most done!!
  - They know how to prioritize, manage their time, get things done!
  - The average consultant (over 75%) work full time, she is married with 2 children and is VERY busy!
2. **WE ARE NOT "THE SALES TYPE!!"**
  - We are not pushy but informative.
  - We like people and want repeat business from happy customers.
  - We are not aggressive. We attract, not attack!
3. **WE DON'T ALWAYS KNOW A LOT OF PEOPLE!**
  - That is okay. Nobody gets rich off of family and friends! (Don't they always want to something for nothing or want to know how big is their discount?)
  - Mary Kay is a wonderful way to meet people.
  - Developing customers is covered in training, plus we give you lots of ideas at weekly meetings.
4. **WE ARE FAMILY ORIENTED!**
  - We are motivated by the needs of our families.
  - We don't use our family as an excuse, but as a reason to do well!
  - We want more for our family and want to set a good example for our children. We want to pass on a good work ethic. More is caught than is taught!
5. **MANY HAVE MORE MONTH THAN MONEY!!**
  - Therefore, they are motivated to make more money!
  - They are goal-oriented and ambitious.
  - They can find access to some money. (Women can be very creative with finances!)
6. **WE ARE HAPPY WITH OUR LIVES BUT ARE LOOKING FOR SOMETHING MORE!**
  - Some desire more self-confidence and personal growth.
  - Some feel they lost their own identity as Mom, wife, etc.
  - Some want to make a difference & build positive relationships while doing it!
7. **A DECISION MAKER!!** Successful women take advantage of opportunities.
  - We know there is never a perfect time to begin something new. You NEVER have 100% of your time freed up! The lights on the highway are never all green at the same time!
  - We take one step at a time on our own timetables, at our own pace.
  - We know you will never really know unless you try.

**HOW MANY OF THESE QUALITIES APPLY TO YOU?** If you have 2 or more of these qualities, you should take a serious look at a Mary Kay Career for you!



# INTERVIEW OUTLINE

**IS THERE ANY REASON WHY WE COULDN'T GET YOU STARTED TODAY?** How would you like to handle it... Visa, MC, Discover, check, cash?

**START A MARY KAY BUSINESS**

*Sign her up now!*



(ONLY DO THIS IF SHE NEEDS MORE TIME!!!)

Why don't you take the "PILLOW TEST"? Sleep on it and if you go to sleep thinking about Mary Kay, wake up thinking about Mary Kay, think about if you should do this during the day, then trust me, go ahead and give it a shot! You will never really know unless you try!

When would be the best time to contact you within the next 24 hours to get your decision? \_\_\_\_\_

If she says NO...please know that we appreciate you for taking time to hear some facts. You can be a talent scout for us!

**Ask her to host a party or be an MK Angel to help you reach your goal.**

COMMENTS:

-----  
**To show her how to turn \$100 into \$1000 in one month.....**

- 3 classes a week (3-6 hours) X \$200 class average = \$600
- \$600 X 4 weeks = \$2400 at 50% profit = \$1200 (even at a 60/40% split, that is \$960 profit) Then ask "Is that enough?"

How would you rate your experience today?  
(1 - ok or 5 - Great)

1. About our Company - 1 or 5
2. Business Model - 1 or 5
3. My Presentation - 1 or 5

*Thank you for your time and opinion*





# INTERVIEW OUTLINE

The  
Diamond  
Dozen

## START UP OPTIONS

*Join Mary Kay  
your way today!*

SIMPLE STARTUP EXPERIENCE + INCREDIBLE OPTIONS

### ***MK eStart, \$35***

The first step in starting a Mary Kay business is with Mary Kay eStart! It includes business essentials to help you get started. You'll receive a few product samples along with informational materials! Plus, you will have access to a personal website for one year. You can choose to add one or both of the options listed below to customize your startup.



CUSTOMIZE YOUR STARTUP WITH ONE OR BOTH ADD-ON OPTIONS!



### ***eStart Plus, \$45***

Set yourself up for quick wins with a variety of Mary Kay product samples! Mary Kay eStart Plus is a great way to introduce your guests to products they're sure to love. Add this option to increase your selling potential!

### ***Pro Start, \$90***

With Mary Kay Pro Start, you'll receive retail-sized products for guests to sample, party supplies, business resources and more! You'll even be able to transport it all in a tote-ally professional bag.



Customize your Mary Kay startup experience **NOW**, or select your options within **15 DAYS** from your start date.