

Interview Guide

Date _____ Consultant _____
 Prospect Name _____
 Address _____ City _____ St _____
 Daytime # _____ Evening # _____
 E-mail Address _____

Consultant Comments:

**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. Once we've done the other 4, I'll ask you if you'd like to work with me.

Tell me about yourself (family, job, education, hobbies, etc):

What do you like best about what you do?

What would you change, if anything?

What do you value most in your life?

Tell me about a time when you've been successful in life. What did you like most about that experience?

Let's fast-forward your life 5 years from now. What dream-come-true experience would you like to be living?

Are you currently on-track to achieve that?

Which do you need more of: time, \$, or both?

**STEP 2:
Me**

Let me tell you a little about myself, and why I love what I do! (2 minute I -Story)
 What impressed you most about the info Allison shared?

**STEP 3:
The Facts**

If I only had 5 minutes to share some facts with you about a Mary Kay career and how it could help you find the time/\$ you mentioned that you are looking for, what would you want to know?

MARKETING PLAN POINTS

- No Territories/No Quotas
- Golden Rule
- Flexibility/Be Your Own Boss
- Priorities: God, Family, Career
- Advance at your own pace
- 90% Buyback Guarantee
- Training
- Confidence and Self Esteem
- Income Potential
- Recognition & Prizes
- \$100 Gets You Started!

Which appeals to you the most?

Qualities we look for in a Team Member:

1. Integrity
2. Work ethic
 - Willing to learn and grow
 - Don't have to know much about skin care, glamour, running a business, or building a customer base, but must be teachable, coachable, trainable
3. Desires financial freedom
4. Decision maker

Which of these describe you?

**STEP 4:
Your
Questions**

Hypothetically, if you were to consider doing this, knowing I would teach you the skills you need, what are your own personal strengths that would allow you to succeed? _____
 With the proper training, do you feel that you could learn to do what I do? _____
 Do you have any other questions that I haven't answered?

**STEP 5:
The Close**

On an interest level of 1—10 (10 being the highest, and you can't say 5), what is your current interest level in a Mary Kay Career? _____ (Consultants: Please copy this form and turn in to your Director)