

**Objection:**  
**“I don’t have  
time.”**

**Objection:**  
**“I don’t have any money.”**

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If you think she’s just saying she doesn’t have any money (but she does)...ask her...

**Objection:**  
**“I’m not the sales  
type.”**

**Objection:**  
**“I don’t know any-  
body.”**

Do you have a credit card?  
Do you know somebody who loves you with a credit card?

If I could show you how to earn your \$100 back in 2 weeks, could you find someone to help get you started?

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If you could find the \$100, is this something you would like to do?

If I could teach you how to earn an extra \$100 per week — that's \$400 per month — working 3 hours a week, and eventually double that to \$200 per week, could you find 3 hours?

Do you know one person who might be a practice face for you? (yes) If I can teach you how to turn that one person into all the other faces you will ever need, would you be willing to learn?

Do you know that many of our most successful consultants didn't start with people they knew? If I can teach you how to meet people, would you be excited about a Mary Kay business?

Would you believe that probably 90% of the women who start Mary Kay are not the sales type? (yes) If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it?

Do you believe that women love to take care of their skin with great products? (yes) If I could teach you how to help them do that, rather than trying to SELL them something, would you feel better about doing it?

What was the first thing I said before I showed the sets at your class? (You're not under any obligation to buy anything) Did you feel that I was being pushy? Did you know I sold \$\_\_\_ at that class? Women love to shop!

Objection:  
“I don’t wear  
makeup.”

Objection:  
“I don’t want to  
talk to strangers.”

Objection:  
“I need to talk to  
my husband.”

Objection:  
“I don’t think I’d like  
doing Mary Kay.”

If I could teach you how to build your business without talking to strangers, would you be willing to learn?

If I could teach you how to build your business without talking to strangers, would you be excited to give it a try?

Do you feel skin care is important? (yes — if she says no, you probably don't want to recruit her) Would you be surprised to learn that the majority of products we sell are skin care and body care, rather than makeup?

Would you be surprised to learn that many of our most successful consultants and Directors don't really wear a lot of makeup — but they are committed to good skin care?

Would you be surprised to learn that the majority of your Mary Kay income will come from women buying skin care and body care, rather than makeup?

Let me ask you a question. If you WERE going to do something like Mary Kay, what would be the reason? Would it be to get you out of the house? Would it be for money? Would it be something that is just yours? (wait for her answer) If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? (then she'll give you the REAL objection)

What will your husband say?

If she says, "He'll do whatever I want" ... So when he says that, will you be ready to start, or do you have more questions for me? Great! When will you be able to talk to your husband? (Set a time to call her back.)

If she says, "He won't want me to do it" ... May I make a suggestion? (sure) Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you're also interested in the business opportunity — so after you order your kit, you'd like him to come to Orientation with you and get his opinion of the business as well. Then when you come to orientation with my Director, both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that? (yes) Would you agree with me that we can pretty much get our husbands to let us do whatever we want, as long as they know it is important to us? Just let him know it is important to you!

Objection:  
“I’m too shy.”

Objection:  
“I know someone who did  
Mary Kay once and she  
didn’t make any money/  
failed/etc.”

If they give you a bunch  
of objections and you  
can’t get them to say  
yes or no...

Would you agree with me that there is probably someone in every single occupation on earth that hasn't done well while other did?  
(yes) So what makes you think you wouldn't do well?

Would you agree that her lack of success might have more to do with her personal situation than with Mary Kay?

Let me ask you a question. Have you ever worked with someone at your job who failed or quit? (yes) Did her quitting keep YOU from being successfully at YOUR job? (no) The same is true of Mary Kay. We each have our own opportunity. It is not dependent on others.

Would it surprise you to know that some of our most successful consultants were extremely shy when they started their businesses, and they have done very well?

Would you like to be less shy? Can you see the value of doing something that is fun and might bring you out of your shyness AND earn you money in the process?

Would it surprise you to know that most shy people are very sincere, and sincerity is one of the best qualities a Mary Kay consultant can possess?

(In a soft voice) May I ask you a question? (yes) Do you think you're just scared? (yes) Well, what's the very worst thing that could happen to you? (wait for her response, then say) Do you want to know what I think? (yes) I think the very worst thing that could happen to you is you save 50% on your products for the rest of your life — does that scare you?

I totally understand. I felt that way myself, but here's what I've found. We're all scared when we start something new, but what's the worst thing that could happen to you (wait for her answer) And what's the *best* thing that could happen to you?