

THE RECRUITING INTERVIEW. BY SR. NSD. RENÉE DARAS

The recruiting interview is of Paramount importance to All Directors in MK and All Consultants who want to work for themselves, and the technique is very important. The goal is to build your Empire, with many, many new personal and unit members and share our career path.

A unit that has less than 10 new per month is generally maintaining their current position in the market place, but one who is developing more than 10..is growing, and there's lots of excitement and activity taking place.

70 % of all interviews done with the husband present are successful. Perhaps this has to do with most men being quite left-brained. If you interview hostesses first on your list, then skin care clients, your interviewing efforts of building your Personnel Agency and unit are much greater. These people see the benefits of the product, they use it, and they purchased it. This is very important, because they will understand how one can be successful in our business. This is generally the case. There is the odd person that will see the "big picture", but it is most often not the case. Before you spend your time, interviewing, spend time first to sell her the product. Your time (and hers) is valuable, and this system works, if you work it. All business success rely's on systems. It is not how lucky you are. It is how proficient you become at developing tried and true systems and implementing them into your business.

These techniques that I share with you are close to 40 years old, and they are developed between Shirley Hutton, and myself. She taught me how to recruit, and the following is a combination of both of our systems. These are tried and true. They are based on clients and hostesses coming through product, and this interview takes place, after the retail sale. It can be immediate..but the retail sale has taken place.

HOW TO BOOK THE INTERVIEW (*From closing at the previous skin care class*)

After you have closed the sale, and booked your client for her follow up skin care class, or second facial, you then say.."Joanne..I was watching you tonight with the other guests-.you're impressive. I see how you care about others..or I see how interested you are in skin care/colour cosmetics) or I see how much you enjoy other people..etc.. "IF I GAVE YOU A CD TO LISTEN TO SOME FACTS ABOUT MARY KAY»WOULD YOU LISTEN? Then Listen to her answer. Most of them, say yes. Now, **instead of saying**. .1 think you'd be great.. say.."I'm not sure if MK is right for you, or if you're right for MK..but YOU are someone I want to know.." Remember, you own the Personnel Agency..you do the interviewing. It's a choice in the end..for both of you. .But You are 'in control". This is very important because we offer out career as a gift..but it is ours to give. Not everyone gets this offer.

I cannot stress to you, how much this part of how you handle yourself is important to the Team building process. If it's a Blanket, Carte Blanche..Everyone is invited..etc..that leaves the Whole decision in their hands. They think you are insincere, and somehow just want them for commissions, or to earn money or cars. This is a gift, and You select "Key people" you want on your team. If you had a Personnel Agency, and had to interview people..you ask questions, and they sell You on why they should get the job. Do you see how valuable this is? They need to show you what they have to offer. Many people think that if we just get

them to see all the great things in MK, they'll all want it. But it doesn't work this way. When one does this, the possible recruit thinks they have all the decision to make, and you're only hoping that they say Yes! This couldn't be further from the truth. The time you spend investing in a new associate is key to your success. You are in control. You want lots of people, yes..but this is business. Essentially, you have 2 departments in your business..One is a "Sales' Department, and the other is a "Personnel Agency". I promise you if you Act like you want Everybody, .and announce it this way in skin care classes, or at meetings..You just gave your teambuiding power away! Take ownership..You select Key people to mentor as your business associates. Keep your cards closer to your chest. If she says thing like..Oh..you want me to sell MK? Or are your trying to get me to sell? You say..Mary Kay Cosmetics does not have a Personnel Agency. We have it here in the field..so we look for key people in the field that we may want to represent Mary Kay. I will not know, until we sit down and talk together..what the outcome might be. You have a lot of interesting attributes, as I said..but I would like to get together and discuss it further. Can you see the power in these statements. You are professional, and friendly. You are empowering..but you do not give your power away..

SETTING UP THE INTERVIEW..

When you call to set up the Interview, you say, Joanne, remember the other evening at Jill's class, I gave you a CD? I'm calling to set up a... time to have a coffee with you, and get to know you better, and discuss MK with you. What time would be best for you. .Afternoon or Evening? Is it possible for your husband to be present, because he may have questions that I can answer directly. We'll need approximate one hour, or so. Try to have the interview at her home, not a restaurant, or your home. You learn a lot by being in her home. Her home will tell you a lot about her.

THE ACTUAL INTERVIEW

Arrive, on time, and sit down together. Bring with you the receipts from her skin care class, your weekly summaries (your best week and a quiet week) and, an agreement. Then say. Before we get started I just wanted to share with you what we'll be doing through this time together. FIRST OF ALL, I'D LIKE TO GET TO KNOW YOU, ASK SOME QUESTIONS ABOUT YOU, AND YOUR FAMILY, OCCUPATION, HOBBIES, ETC. THEN I'D LIKE TO ASK YOU TO FILL OUT AN INFORMATION SHEET..ITS NOT LEGAL OR BINDING..ITS SIMPLY A APPLICATION (like any job), AND THEN I'M GOING TO EXPLAIN TO YOU THE BASIC MARKETING PLAN OF MK..HOW DOES THAT SOUND TO YOU? Good..okay.((Remember an agreement is not an agreement until everybody agrees to it..its simply an application).

Use a system I call **FORM**.

FAMILY..ASK ABOUT THEIR FAMILY..THEIR KIDS, CULTURE, FAMILY OF ORIGIN, WHERE THEY'RE FROM, ETC.

OCCUPATION..ASK ABOUT THEIR CURRENT JOB..AND PREVIOUS CAREERS. ASK THEM WHAT THEY ALWAYS WANTED TO DO? ASK THE QUESTION..WHAT DO YOU ENJOY MOST, ABOUT YOUR CURRENT JOB, AND WHAT IF ANYTHING

WOULD YOU CHANGE IF YOU COULD?

RECREATION..WHAT KINDS OF THINGS DO THEY DO, AS A FAMILY, WHAT ARE THEIR HOBBIES, ETC

MESSAGE. If you have done F.O..R..will you will have the message of what these people or person is all about.

Next. **VERY IMPORTANT..YOU SAY.. REMEMBER WHEN I MENTIONED THE APPLICATION? IF YOU WOULD PLEASE FILL THIS OUT, AS I SAY..ITS NOT LEGAL OR BINDING..ITS SIMPLY AN APPLICATION..IF YOU DO COME INTO MK, AND ARE ACCEPTED..WE'LL COMPLETE THE FORM, AND SEND IT INTO MK CORPORATE..IF NOT, I'LL HAVE IT IN MY FILES, THAT WE SPENT THIS TIME TOGETHER..**

Then..Ask them to excuse you, and go to the rest room while she fills in the application.

When you return, and once the application is filled in you then proceed to share some MK facts with them. Take out your receipts from the class, and from her own personal purchases. Have her add up the receipts on a calculator, and then divide by 2..Example.. The Class was \$400, divided by 2 is \$200..take off the Hostess Credit. lets say it was \$30 (cost to you)..that leaves \$170 profit..now have her divide it by 2 for the 2 hours you were at the class..that is \$85 per hour PROFIT! Then show them your weekly summary..a great week, and a quiet week. Show them how much you earned per hour. When they see the MONEY, they get excited! You can explain, some of the other areas of income..but I would keep it simple..Focus on the sale, and the hourly earnings. If your possible new associate is a High "D" personality, you can touch on commissions, etc..but stay focussed. Once she is signed, then you can share a little more. I caution you. .to take baby steps. Giving too much information creates INFORMATION OVERLOAD, and can cause confusion.

IN ORDER TO CLOSE...

You say, JOANNE, FROM EVERYTHING YOU'VE HEARD ABOUT MK..WHAT INTERESTS YOU MOST, AND WHAT IF ANYTHING WOULD YOU NEED TO GROW INTO? Then listen.. As she gives Objections..Listen to them, and gently overcome them. Ask her questions like..Can you use extra income like this? Tailorrr make your close, and design it around her and her life style. Make it palpable...talk about 1 or 2 classes per week..to earn a couple of hundred extra dollars income for their family. Now, say "Joanne..When I met you at Jill's I saw the kind of person you are. I saw how much you care about others. You are someone that I would be honoured to have on my team..and I know that MK corporate will feel the same way. Is there any reason why we can't get you started..one step at a time? The first step is to send for your showcase". Our showcase is what you need and it is \$150..MK takes Mastercard, or Visa. Which would be best for you? If she has Cash only, then take the cash and put it on your visa. If she has a cheque have her make the cheque out to you, and go to her bank to cash it..then once you have the cash..put it on your Visa.

I would suggest bringing her in with the GO KIT. She is then able to teach her classes, and begin building her Empire. It costs \$150, and she receives \$400 worth of product to use at her classes. Explain, that each person carries their own inventory. .BUT This is a secondary decision. Do READY, SET, SELL brochure with them a few days later. .Not now..Too much information will not assist her.

You then set up a time to come back, and discuss Inventory within a day or two. Show them the money from the sale of the product. Make it simple, and exciting by focusing on her gifts as a person. Take her to a class of yours to observe within a few days so she can learn, and you can earn at the same time. Pick her up to attend your Next Success Meeting. I know you can use these systems to great team building success.

Kindest Regards,
Renée Daras