

4—POINT RECRUITING PLAN (BEST)

Before each class, ask the hostess who is going to be there that might enjoy doing what you do.

Enthusiastic I-story, during the class tell your brief I-story and be sure to include “why” you decided to do Mary Kay.

Select At least 1 person to offer the opportunity by scheduling an interview, giving her recruiting literature & an audiotape or videotape, and inviting her to the next weekly meeting.

Token, give the hostess a “token” gift (usually free product) when someone she recommends is accepted by the company .
(becomes a qualified beauty consultant.)