

# golden rule recruiting: sell the opportunity, not the discount

The red jacket. The Career Car. The potential to become an Independent Sales Director. Who doesn't get excited about adding team members? But before you share the opportunity with everyone you know, consider this: Converting good customers to team members who don't desire to build an effective Mary Kay business could cost you in the long run.

## Long-Term Loss

You may be wondering, "Isn't building a team important?" Yes! But team building has three components: size of the team, strength of the team and team leader skills. The key is developing a strong team of women who truly want to sell Mary Kay® products – not just earn a 50 percent discount.



**Independent Senior National Sales Director Kerry Buskirk** cautions Independent Beauty Consultants against

promoting the discount and not the opportunity. You might gain team members but **lose valuable customers** in the process.

"Imagine if someone were to sign an Independent Beauty Consultant Agreement to help someone earn a red jacket with no intent to build a business or hold classes," Kerry says. "Imagine if she were to pass on her 50 percent discount to several others, creating a wholesale club of women who never experienced a Mary Kay facial. This would certainly devalue the opportunity."

By only "selling" the 50 percent discount privilege to potential team members, you are essentially giving away your business and teaching others to do the same. In fact, as Kerry points out, the Independent Beauty Consultant Agreement states that an Independent Beauty Consultant agrees to "promote and sell Mary Kay® products to ultimate consumers."

Plus, a retail customer is important not only for the product she purchases from you, but also the contacts she provides as referrals and hostesses from her group of friends. Once you convert a valuable customer to a personal use consultant, you've lost that.

"Remember, there is more income potential from a customer who purchases \$200 in retail sales than from a team member who only places a \$200 wholesale order every six months," Kerry shares.

## Sell the Business Opportunity

Kerry cautions independent sales force members against attempting to "sell" the 50 percent discount to potential team members because they are enticed by quickly moving up the career path.

"When that kind of success doesn't happen right away, it's easy to get disillusioned," Kerry, who has earned more than \$3 million in commissions, shares.

And Kerry speaks from years of team-building experience. "Sometimes it's easy to assume that a new team member will automatically embrace the Mary Kay opportunity because she sees the joy and flexibility a Mary Kay business has brought to you. While the *results* of your business success may be enticing to her, it's important that she also understand the *actions* that helped you achieve your goals. Retail product sales and providing good customer service are the foundations for business success," Kerry, whose NSD area was No. 8 in the Emerald Division at Seminar 2007, says.

## Recognize Potential

Now Kerry takes a careful approach to team building, creating an atmosphere at skin care classes and facials where women feel comfortable – not pressured. They typically want to know more, and that's when Kerry shares more. "I believe we need to start reaching out to people who truly seem interested in us. Who say: 'What do you do?' 'How do you make money?' 'It looks like you are having so much fun,'" Kerry says.

Once someone understands that skin care classes and reorders can build a successful business and is willing to put forth that effort, then you have an excellent prospective team member who can add value to your team.

"It really is so simple," Kerry shares. "Team building doesn't need to be desperate. It should fulfill Mary Kay's original plan that by sharing this business, we can sell more than we ever hope to sell alone."

### Profit or Loss?

<b>Good Customer</b> Orders \$400 suggested retail about every six months	<b>Your Profit</b> \$200 minus any travel or mailing expenses
<b>"Personal Use" Team Member</b> Orders \$200 wholesale every six months (same amount of product as above)	<b>Your Profit</b> \$8 from a 4% commission