

# Coaching your New Team Members

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- T** *Take her to your next appointment and set up a time to go through her Starter Kit when it arrives*  
**E** *Education is crucial! Pick her up for her first meeting and make sure attends New Consultant Training*  
**A** *Assist her in booking her Pearl Appointments and Power Start Appointments and going through SMILE process.*  
**M** *Meetings are where you build team pride. Save her a seat at meeting and send a note every week affirming what she completed the week prior or if she did not attend, let her know she was missed.*

## WHEN SHE SIGNS:

- Present her with a Mary Kay pin, and have her make a list of 30 women and give her a Look Book to go “shopping”
- Set up a time for Director to get together with her the next day to run through options on inventory. Check with Director prior to appointment to find out what time slots she has open the next day.
- Schedule her to watch your next appointment. Have her write in her calendar the dates and times for the next 4 Meetings and New Consultant Training.

## WITHIN FIRST WEEK:

- When you get home, call Director right away to firm up inventory time.
- Send her a "welcome" postcard! Recognize her on your weekly Team Email.
- Take her with you to your next appointment and set up her first party. Let her know you will be bringing people as well to the party. Please pick out a few time slots a month for combined parties. You can conduct parties for more than one new consultant at a time and make sure you have a few guests of your own. If she is not starting with inventory, encourage her to bring her party to weekly meeting instead of a separate party. Help her close her guests at the meeting.
- Make sure she attends her weekly meeting, new Consultant Training, completes her Pearls and 7 Day Wonder. If she is not local to you, your Director will find an Adopted Director in her area.
- Help her decide on her first order -- and keep in mind that a Star Order has the highest success rate.
- Contact her at least once a week, to see how she is coming with her 30 person contact list, first party, Pearls and inventory decision. Check in with Director after each call, when you are at Star Team Builder or higher, you will work with your Director to increase your role in her initial training.

## WHEN HER STARTER KIT ARRIVES:

This is only about a 10 minute appointment; you can do this during lunch or before meeting.

- Show her how to put together her mirror set-ups ready and encourage her to bring guests to the next function. Have her highlight in her Power Start Party time slots and get her Hostesses name and phone number so you can thank them in advance for helping her out.
- Help her finish her list of 30 names using the Power Start Script and any other names she might have. Make sure she has completed her Pearls and 7 Day Wonder.
- Role-play booking scripts on setting up her first facials and individual consultations. Have her call people on her list while you are there to book for her first party or a facial.
- Show her how to fill in her weekly accomplishment sheet and how to track throughout the week. Really stress the importance of turning those in every week.

## **COACHING HER TO COMPLETE HER POWER START AND STEP UP CAREER PATH:**

- Get hostess names and numbers for Perfect/Power Start Parties-- call in advance ... *"Hi \_\_\_\_\_, this is \_\_\_\_\_ (new team member's name) Team Leader in Mary Kay, and I just wanted to thank you for helping her out with her one of her 10 training appointments. Do you have any questions on what will be happening or how to earn free product? ... It is women like you that make this business so much fun, \_\_\_\_\_ is so lucky to have you as a friend and someone to cheer her on to success. Thanks again.*
- Pencil in her classes in your datebook to follow up after each appointment. A phone call the day of the appointment can really help boost her confidence. Role-play the individual consultation and make sure she understands the hostess program so she will get bookings from bookings. Remind her of the 4 point recruiting plan and let her know that her next team member will be sitting there in that class. After the class ask her *"What was her favorite part of the class? How many Bookings? Who did she meet that she would like on her team? What areas do you need some more training?"* She will tell you what she sold, keep her focused on bookings, the sales will come.
- Offer to do a joint Glamour Clinic to celebrate her completing her Power Start --with all of her Power Start hostesses and guests -- and your own hot prospects.
- Help her find her first team member as quickly as possible, this will keep her more committed to coming to meetings, training and encourages her to lead by example.
- Once or twice a month offer a booking night in your home. Invite all your team members and they listen to YOU book and confirm appointments and pre-profile for about 30 minutes and then give them a challenge to make 10 calls. They will just listen to you on a speakerphone or just your side of the conversation and then send them home with a booking challenge.

## **Scripts for New Consultants**

### **Booking your Power Start**

*I'm so excited! I just started a management training program with Mary Kay and part of my training is to get put together a Portfolio of 30 women I admire in my first 30 days and I selected you because \_\_\_\_\_. Also, I am spotlighting women who \_\_\_\_\_ (Fill in with who are from another state or who would be interested in some free advertising for their business or charity) Is there any reason why we couldn't get together, I have a free gift for your time, we will have such a great time and you are under no obligation. Pause for her response...if yes say: "Great! We can get together one on one or you can come to my first party on \_\_\_\_\_, which is better for you?"*

### **Listen to the Marketing Plan**

*Hi \_\_\_\_\_, this is \_\_\_\_\_ your Mary Kay consultant. Do you have a minute? Great! The reason I'm calling is because I have a goal to have 10 of my best customers listen to a training call for me this month. It is about our company's marketing plan. This may not be something you could ever see yourself doing, but either way it will help me so much. It only takes about 30 minutes. I would love to give you a free gift for helping me. Is there any reason why you couldn't listen in?" Wait for her to answer. Give her the time, number, etc.*

### **Inviting Guest to Meeting/Event**

*"\_\_\_\_\_, My Director allows me to spotlight my favorite new clients at our glamour clinic on \_\_\_\_\_ night. I would love the privilege of showing you off to all my Mary Kay girlfriends and share how much I enjoyed getting to know you! We are going to be working with \_\_\_\_\_ (eyes, lips, spring, summer, etc ) looks . You will learn everything you want to know about glamour! It is from \_\_\_\_\_ to \_\_\_\_\_ and I guarantee you will have a great time!"*

*When she says yes.....Say "I am so honored and can't wait! I will be there rain or shine and I know I can count on you , since you are a woman of your word. There will be a million things that come up, but when you make it there you will be so glad you did! Would you mind if I called you the day before to find out what you will be wearing and firm up directions? Can I call or text you at work? it will be a super fast call!"*