

Learn how to build a strong, thriving, lasting business with the proper mindset. It does matter!

Selling Versus Building a Business with Mary Kay

By Tami Hartley, Independent Senior Sales Director

Are you just selling Mary Kay, or are you Building a Business?
Do you want a fly by night store, or a tried and true company?
Are you just selling to customers, or are you building relationships?
Is Mary Kay your hobby, or is it your security now and for the future?
Do others view you as a seller, or a teacher and service provider?

The Selling Consultant

“I’ll wait and see how I’ll do” attitude (She will be waiting for an eternity!)

Waits for others to “ask” her about products.
Secret Service Consultant.

Passes out a book or two and says, “Call me if you need anything.”

Fears rejection – Doesn’t “risk” it and therefore doesn’t get rejections but also doesn’t succeed

Doesn’t invest time in training

Anxious to make a buck

Quick to take other consultants’ customers

Breaks the Basic Set (TW/Vel) for a sale

Order taker

Thinks of herself as a “salesperson”

Can’t see beyond the five fingers on her hand

Wants and expects immediate success

Quits easily, rationalizes failure, accepts excuses from self and others

The Building a Business Consultant

Sets herself up for success right away! Gives herself the best possible chance by investing time in training and money in inventory.

Sets the goal of Power Start and asks from the get go!

Asks for facial, “I’ve got a challenge to complete 30 faces in 30 days...”

Also fears rejection – but “risks” it again and again to be successful in business

Invests time in both unit training and self study (MKU)

With patience and proper attitude seeds planted will grow and flourish

Asks proper questions: Are you currently working with another consultant?

Shows belief in using the 3-step system

Has full inventory and newest and latest to show

Thinks of herself as a teacher and a service provider

Thinks outside the box, sees through hand to a world of opportunity

Wants immediate success, but understands that hard work and time are involved in order to reap the harvest

Failure is NOT an option, refuses to accept and make excuses and looks for a way out