

OVERCOMING RECRUITING OBJECTIONS (ENSD Gloria Mayfield Banks' Style)

Objection: “I’m not like you.” “I know you’re not like me. I’m not looking for people like me. I’m looking for people who are like they are. I’m good at what I do because I like who I am. You’re going to be good at what you do because you like who you are. And I know that you know that you have blessings that you could offer people that I may not have. I don’t need you to be like me, I need you to be like you and share you with other people. So is there any reason why you couldn’t take 45 minutes to one hour to listen to what I have to say?”

Objection: “Oh, I don’t have any time!” “Oh, I know you don’t have any time. Most of us don’t have any time. But, let me just ask you this, if making some extra money is really something you want to do, what are you going to do to make extra money?” Know the FEEL, FELT, FOUND method. “I know how you feel, I felt the same way to, but what I found was.

Objection: “I’m not the sales type.” Have a sheet of paper and have her tell you – “Tell me about the ‘sales type’ what do you consider the sales type to be.” Whatever she says, you write it down. Like “Pushy” and you ask her – “Did I appear pushy at the skin care class/facial? Was I aggressive? I understand how you feel, I felt the same way too. What I found is that sales is a profession and that everybody sells something. You wouldn’t have on the clothes you have on if someone didn’t sell you something. You wouldn’t have your hair done the way you do if someone didn’t sell you something, you wouldn’t have the purse you have if someone didn’t sell you something, you wouldn’t live in the home you do if someone didn’t sell you something. You wouldn’t have the car you drive if someone didn’t sell you something. Everybody sells something. Guess what, you sell some- thing. You sell your kids on this, you sell your husband on this. All of us sell something all the time. But tell me, if I could teach you how to be good, could you learn?”

Objection: “I don’t have time.” I understand how you feel, I was extremely busy when I came into MK and I didn’t have time. But what I found was my need for the extra things was more important than some of the other things I was doing with my life and I found the time. I don’t know how you’re going to find the time, but what I know is when you want something bad enough most busy women find the time. If I find out what you need and then explain what we have in MK, and then we’re going to decide if the time we spend together is worth it. If what we have and what you need match up. So let’s talk about your time.”

Objection: “I don’t want to obligate my friends.” I know how you feel. I found that once they tried the product they were thanking me for sharing it with them. There are no finer skin care products on the market today. Your friends will love the special attention you give them.

Objection: “My husband won’t let me do MK.” Share that there are a gazillion stories of successful MK women whose husbands were not supportive in the beginning. But we know that most men love Money! Let’s first decide if this is something you want to do, then your 1st big sell is to sell your dream to him tonight.” Give her the Consider the Possibilities tape. Try to watch it with her if you can – it’s only 14 minutes!! Answer her questions/objections right then.

Objection: “I don’t have the money.” Just look at her – she’ll ask why – just say “Well if you don’t have the money, then you need to do MK!” I am so challenged talking with kind sharp women who don’t have disposable cash and I am sitting on an opportunity that will give you complete control over your ability to have cash. Tell me, when will you be ready to be in a position where you’d like to have complete control over disposable income whenever you want.”

Objection: “This isn’t the right time for me.” I understand how you feel. If someone had asked me at a skin care class it wouldn’t have been the right time for me either because I’d have been thinking about all the circumstances not all the benefits. Now I’m going to ask you to do one thing, because most of us think of all the reasons why we can’t do it, now I’m going to ask you to think about why you could. Let’s talk a minute about why you could do something, and then let’s talk about why you can’t. (Turn it around so they can think in the right process.)

Objection: “I hate parties.” I understand. So did I. Isn’t it great that besides skin care classes, we have facials, “On the Go” appointments, Trunk Shows & other ways of earning money? That way we can give each customer the personal attention she deserves.

Objection: “I need to think about it.” You know, if MK interest you, why not give it a try? With our product buy-back guarantee you have almost nothing to lose and everything to gain! Sitting on the fence of indecision is very

uncomfortable, let me reserve your place in our unit training session next week and let's work together to make MK work for you!

Objection: "I'm just not the type." I understand your thinking – a Beauty Consultant should look like she just stepped out of Vogue, right? Our Queen of Sales for the entire Company one year was a woman who was 77 years young! Isn't that great? That's because physical beauty isn't what counts in a MK career, it's the inner beauty of a person that makes her successful. We have a prize-winning recipe for beautiful skin & all you have to do is share it and teach it to others. There are so many women out there who would love to finally learn how to care for their skin. If I could teach you to do what I do, you could learn, couldn't you? I think you'd be great or I wouldn't ask you to join MK.

Objection: "I'm afraid to stand up in front of people." I know how you feel. I felt that way too, but I found my first few skin care classes were with friends and it helped me to relax.

Objection: "I'm a single parent. I need the security of a job." That's exactly why I thought of you. IN this career, your finances are not based on someone else's opinion of you, but on your ability to make as much as you want. In this company, you can really determine your own security.

Objection: "I really don't know anyone." Perfect! This career will give you an opportunity to meet so many people. All you need to know is one person. That's how it all starts. One person tells another and so on and so on.

Objection: "I think I will wait until ..." Just a thought on that: With all our product publicity, many women will be wanting facials and wanting to hear about the MK opportunity. They could be YOUR customers and recruits! Why wait until ...?

Objection: "I think I'm too shy." I understand how you feel. I felt the same way too. But I found that once I had completed my training classes, I felt confident. I think Mary Kay is the best self-improvement course available. Besides, we need shy people to sell to shy people!

Objection: "I knew someone who did this and failed. I'm afraid that will happen to me." It's too bad about your friend, but it's unwise to judge your success or failure by what she did. It is my responsibility as your recruiter to help you get on your feet and believe in you. I know you will do great or I wouldn't invest my time in you with training.

Objection: "I don't wear makeup." Absolutely no problem. MK is not about makeup; it is about skin care. I know of no one who is not interested in good skin care. Glamour is just icing on the cake.

Objection: "I have never sold cosmetics." No problem. If I could teach you to do exactly what I do, do you think you could learn? And then teach other women?

Objection: "The time just isn't right for me now." You know, that's like saying that once all the traffic lights have turned green you'll begin your trip home. You'll never get home waiting for circumstances like those! The time to do anything will never be perfect, but we weigh the pros and cons and make our decisions anyway. Most people can make a decision within 24 hours, can I call you tomorrow for yours?

Objection: "I am too busy." I am a busy person too and that's why I chose you. You see, busy people make the best Consultants. They are usually the most organized and get things done.

Objection: "My children are too small." Perfect! You will love the flexibility this career offers. You schedule the hours you want to work.

Objection: "I already have a full-time job." Super! You will have a lot of contacts for your first hostesses. A lot of women sell MK products part time for extra income.

Objection: "I love my job." Great! Could you use some extra money? How do you know you won't like this career as well? You owe it to yourself to at least hear all the facts.

Objection: "I don't want to impose on my friends." I can understand your feeling that way, but let me ask you, did you enjoy your facial? Do you like our products? Did you buy the products for yourself or for Susie's benefit? Did you feel imposed upon or were you eager for the skin care class and eager to take your products home? You'll be providing your friends and acquaintances with a valuable service, and they'll appreciate it! Let's make a list of people you know who would enjoy a complimentary facial.