

# LOVE WHAT YOU DO

## *Business Opportunity Sharing Outline*

1. Welcome! Thank her for being on and explain to her why it matters to you/what your current goal is (working on earning your Pearls of Sharing, your Red Jacket Promotion, your first FREE Car, Directorship Qualification)
2. Explain that after women hear about a business opportunity like this, that one of 3 things typically happen and whatever category they fall into is GREAT!
  - Maybe this business isn't for them, but they will become a more loyal customer after learning about it and support the business you are building
  - Maybe this business IS for them and hearing about the info causes them to think a new thought/see a new possibility that they haven't thought before
  - Maybe this business isn't for them, but after hearing about the business they may think of someone that they know that would be great and they can be a talent scout/referral source for you
3. Explain the agenda for the call. "I will ask you a few questions about you to get to know you better, then I'll jump into Mary Kay world and go over the top 5 reasons I can currently seeing women choose to start this business, I'll allow you to ask questions, and then we'll be done! Oh, I will also ask you which 1-2 reasons you connected with most personally for our feedback, so you may want to grab a pen/paper to take notes"
4. Questions about guest
  1. Tell me about you! It can be anything you want! (Let them answer without guiding them with prompts)
  2. What do you love most about your current situation (connect it back to what she said in question 1)
  3. If I gave you a magic wand and you could change one thing about your current situation (connect it back to what she said in question 1) what would you want to change?
  4. Okay, if you could ask me just one question about Mary Kay as a business, what would you want to know?



*be the girl who  
decided to go for it!*



5. “Let’s move into the Mary Kay side of things! As I said earlier, I will go over the top 5 main reasons I am seeing women currently starting this business. Take notes! I will ask you what your top 2 favorites are once we’re finished.”

6. “Okay, if you could only ask me one question about Mary Kay as a business, what would you want to know?”

(You can either answer this right then, or tell her you’ll hit it in the next part)

7. Go through the top 5 reasons in any order you choose. Connect your personal experiences/ story! Also try to connect to her and her heart. (Ideas listed below)

Friends: The best friends I have are in this company. Quality, hard working, women with integrity- the kind of women you want to be like and be around.

Finances: 50% commission, not the main reason women are choosing this company- it’s so much more than that, but the \$\$ is GOOD! Cars, Team Building.

Fun: Prizes, vacations, events, skin care/makeup is fun!

Flexibility: Schedule, work when/where you want, can work 1 on 1 or in small group

Freedom: Entrepreneur life style. Create the income and life you want.

8. “Do you have any other questions for me?”

9. “If you could pick 2 of the top reasons I went over for why women start something like this, the 2 that connected to your heart the most, what would they be?.... why?”

10. “Last part! I’m going to tell you what it takes to become a consultant.” Use your notes and explain the different start kit options.

11. “Awesome! I always ask this scale to figure out where women are and so I know how to support you moving forward. On a scale of 1-10, 1 being, no way! I would rather eat dirt, a 5 is a chicken answer and is off the table bc it isn’t any closer to 1 or 10, and a 10 is, YES GIRL, send me the link right now, I’m in! Where would you fall?”

12. Explain the scale to her. Ask her what it would take to get her from her current number to a 10. Overcome objections, ask more questions.

13. Thank her for her time!

