The Simple Approach to Team-Building
Additional Highlights

**Audience:** Independent Beauty Consultants

**Key Idea:** I can learn to utilize Mary Kay’s Four-Point Recruiting Plan, specific dialogue and Mary Kay Corporate tools to help me build my future team.

**Areas of Focus:**
1. Mary Kay Ash’s Four-Point Recruiting Plan
2. Sharing the Mary Kay Opportunity

**Key principles:**
1. **Mary Kay Ash’s Four-Point Recruiting Plan**
   1. Before every Mary Kay party, ask the hostess, “Who is coming today who might be interested in doing what I do?”
   2. Present my heartfelt, enthusiastic I-Story at every skin care party. Share why I began my Mary Kay business and what my business has meant to me.
   3. Select at least one person at every Mary Kay party to offer the Mary Kay opportunity.
   4. Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.

2. **Sharing the Mary Kay Opportunity**
   When I close a team-building appointment with my potential team member, I can ask specific questions to find out if she’s interested. For example:
   - If you don’t become an Independent Beauty Consultant today where will you be in a year from now?
   - If you do become an Independent Beauty Consultant today what will improve over the next year?
   - What qualities do you have that will make you shine as an Independent Beauty Consultant?
   - What are two reasons you will be a great Independent Beauty Consultant?
   - It sounds like you would be a great Independent Beauty Consultant; why don’t you give it a try today?

Mary Kay Corporate provides a variety of team-building tools to help me share the opportunity.
- The [Team-Building Appointment Guide](#) can help lead me through the conversation.
- [Click here](#) and scroll down to access all the Team-Building tools available such as:
  - The *Mary Kay Team-Building* Flier and *Build Your Own Team-Building* Flier on Mary Kay InTouch® can be displayed during parties to help me better market the Mary Kay opportunity.
  - A New! Be A Beauty Consultant section of the Mary Kay Facebook Page has been created to help me spread the word about the many benefits of starting a business through Facebook.

**Suggested Action Plan**
My next steps can be to:
- [Click here](#) to print “Goals for Mary Kay business” to help me set goals for the new seminar year.
- Set a goal to schedule at least 3 team-building appointments each week.
- [Click here](#) to listen to “Getting a Good Start to Your Mary Kay Business” featuring Future Executive Senior Sales Director Laurie Cole.