

OVERCOMING COMMON RECRUITING OBJECTIONS

Knowing how to answer objections will not only build your confidence, but your team as well! Try the following the next time you are faced with a recruiting challenge:

- **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.”
- **I am too busy.**
“I’m a busy person too, and that’s why I chose you. Busy people make the best Consultants. They are usually the most organized and get things done.”
- **My children are too young.**
“Perfect! You will love the flexibility this career offers. You schedule hours *you* want to work.”
- **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 hear all the facts.”
- **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?”
- **I think I will wait until...**
“With all our publicity, many women will want facials and want to hear about the MK opportunity. They could be YOUR customers and team members. Why wait?”
- **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.”
- **I am afraid to stand up in front of people.**
“I understand how you feel. I felt the same way too, but my first few skin care classes were with my friends, and I found it helped me to relax.”
- **My husband doesn’t want me to work.**
“I think it’s great that your husband is showing an interest in your future, but how can he make a decision for you without knowing the facts? He owes it to himself and to you to listen to the possibilities. I am sure when he hears the marketing plan, he’ll be completely behind you.”
- **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. I know you will do great or I wouldn’t invest my time in you.”
- **I don’t wear makeup.**
“Absolutely no problem. MK is not about makeup; it is about skin care. I don’t know anyone who isn’t interested in good skin care. Our color cosmetics line is just icing on the cake.”
- **I’m a single parent. I need the security of my job.**
“That’s exactly why I thought of you. With 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. With this company you can really determine your own security.”
- **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.”
- **I hate parties.**
“I understand. So do I. Isn’t it great that we have skin care classes, and we limit our attendance to six people? That way we can give each the personal attention she deserves.”
- **I don’t want to obligate my friends.**
“I know how you feel. I found that once my friends tried the products they thanked me for sharing them. There are no finer skin care products on the market today. Your friends will love the special attention you give them.”