

PIZZA AND POSSIBILITIES

... AS I LEARNED IT FROM BO FREEMAN, CADILLAC DIRECTOR GOFF-BRUMMET AREA. BO EARNED HER CADILLAC IN 3 MONTHS FROM FOCUSING ON EFFECTIVE SMALL GROUP EVENTS!
PREPARED BY PAMELA WALDROP SHAW, NSD

BRING: [or have consultant prepared with]

- Video
- Name tags and sharpie
- Props
- Agreements and Laptop
- Give a Way for Agreement Decisions
- Tickets
- Give a Way for Tickets
- Recruiting Packets and audio tapes [for those who want or need more information]
- Pizza, beverages, light dessert or cookies for **afterwards**
- **ONE HOUR EVENT**

Coaching the Consultant:

Invite Good Customers or recently facialed guests [past 2 weeks]. Look at your PCP list. Do NOT invite women who have NOT tried the product. If necessary, ask them to come a ½ hour early for a TIMEWISE below the eyes and down FACIAL.

Get HER quest list, contact information and specifics about each guest within your deadline. COACH YOUR CONSULTANT, and convey your expectations. You are WORKING for her. She needs to WORK to make it effective for you both. Communicate CLEARLY how many and who and when SHE needs to call and invite so YOU can follow up and confirm.

Script for Consultant to Invite her guests. Invite 20-30 to have 8-10 attend.

" Hey _____ this is Pam Shaw [with Mary Kay] and I'm so excited! Do you have a quick minute? My Director who [is a Cadillac Director...or some other exciting accolade] is supporting me to take a promotion with my Mary Kay business, and I really want the two of you to meet. I'm having a Pizza and Possibilities Party for a small group of gals on _____ at _____. It will be an hour long. _____, I [respect you, admire you, like you], and I'd REALLY love to get your opinion on our marketing plan. [Director] is especially interested in listening to what women want in a Career Opportunity today. There

of course will be NO pressure for you to buy or do anything, and although I believe with all my heart you'd be GREAT in Mary Kay and I'd LOVE to work with you, I understand that MK is probably not for you. With all the 'pressures' out of the way, Is there any reason you couldn't come for Pizza on _____? [Get a YES]. Just a head's up, Pam will be calling just to connect before [Thursday] and you're gonna love her. I'm looking forward to some girlfriend time!"

YOU, the Director call and coach each guest and connect before the event. Could find out about Career, Family, Goals, anything you find beneficial in order to begin the 'connecting' process. BUILD TRUST and rapport! Make HER feel comfortable!

1. Pizza {order it} and Video [**Watch it!** Anniversary Seminar video great choice. Stop at an appropriate time as it is long]. Sit on floor or fireplace. Goal is to connect, to build relationships and trust!
2. **Presentation by YOU** beginning w/ your Passionate *I-story* followed by use of your 'props' giving tickets for all they have in their purse... family photo, checkbook, c. card, car keys, children's book, etc. *TUG at their heartstrings!*
3. Invite additional questions from guests after you use props and give tickets for questions. If no one asks, offer a ticket for anyone who asks about "Pyramid" Companies. This is still an objection and if not in the group, possibly with a husband at home. Overcome it.
4. After all questions have been answered following your presentation and all tickets given out, ask the guests to write answers to 3 closing questions. ONE: What surprised you the most of all I shared? TWO: If you were ever to do this, what would hold you back? THREE: What do you think you would enjoy the most? Optional FOUR: On a scale from 1-10—1 "I'd never do this" 10 "I'm ready to start now", where are you? And/Or "Would you like to work with me?" [classic G.M. Banks question]

5. Once they have written answers, involve them. You have shared a LOT and they have been bonding and some may already know each other. "Susan, what was your answer to #3?"...etc. Ask different guests same or diff. ?'s getting lots of feedback, overcoming objections.
6. Lastly, tell min. facts: **start up cost/ value of starter kit/ 2 ways to order it-- on paper/ on line** with a verbal focus on the benefits you have been working to create mental shifts towards. Perhaps, do a drawing for Sample or FULL S. Hands OR Brush Collection from anyone who gets started tonight? **BE BOLD, ASK** for the DECISION, and **EXPECT** YES Decisions.
7. Once you have that question answered, do the other drawings for **Give-A-Ways** with tickets they accumulated during your presentation.
8. Of course, work full circle for your consultant. Connect one-on-one during dessert (good idea to get them to linger a little). Get them **BOOKED** for a SCC (take your Unit's MY ROCKS promo or current Hostess Promo as a possible pull out) and/or schedule the "D" or "C" for a private Interview--- Just **WORK AS SMART** as you **ARE** and **WORK** Full Circle!!!

STATS: [given by Pearl Sales Dev. Director, **Janice Peveto** at NSD, Kathy Goff-Brummet August 04 Director Pickwick, TN. Advance]

Surveys reveal that

58% of all working women plan to own their own business 'someday'. 1 out of every 2 working women is looking for a business to own NOW!

40% of working women feel 'trapped'.

28% were denied raises this year b/c of the economy.

25% rely on a second income

24% are LOOKING for ways to increase their income.

WE HAVE WHAT WOMEN WANT!!!

The DSA (Direct Selling Assoc.) did a study on MKI and determined that our sales force:

Our AVERAGE age is 25-44

Greater Ethnic representation than other D.S. Companies

37% have college degrees; 34% some college

We are internet savvy!!!

Women looking to own businesses rank what they value about our business in order and say they are looking for:

#5 Great products to sell

#4 Flexibility

#3 50% discount on products

#2 own business

#1 Show me the \$ potential

And a bonus from **Arlene Lenarz, NSD**

Communication is perceived by the listener:

20% with words

26% tone

54% body language

Women make decisions to START Mary Kay when their heart strings are the thing directing their thoughts, and a light bulb shift takes place! Let's be Confident and Courageous enough to ENRICH another's life the way someone reached out [in spite of potential rejection] to invest in and enrich us!

Invest in others, grow your Business, Live your BIG DREAMS!

I believe in YOU!

Love,

Pamela Shaw