

*Love What You Do*

# CONVERSATION GUIDE

**This is an example of how a conversation might go when sharing the Mary Kay opportunity to a potential team member.**

**Thank her for taking the time to talk with you.**

*Thanks, Lisa, for taking the time to talk! I'm so excited to share more about how you can start a Mary Kay business. I'll go over some key points, and I also brought the Love What You Do flier to look at.*

**Consider discussing why she loves *Mary Kay*® products and why you love your Mary Kay business. (You can share key points from the *Love What You Do* team-building flier.) Ask her to start her Mary Kay business and be a part of your team.**

*Lisa, you love Mary Kay® products, and you have fun every time we get together. Have you thought about starting your own Mary Kay business? I just started selling Mary Kay® products, and it's so fun.*

*Let's do this together!*

- o If you sign up today, you'll be on my team and I can help you get off to a great start. At the minimum, you would just need to find one to two customers who love the products as much as you do. Through your retail sales, you could earn extra cash and share about the products that you love so much!*
- o You can earn up to 50 percent on everything you sell at retail, one of the highest margins in the industry! And if you build a team, there are product and monetary bonuses you can earn, plus a commission based on your team members' product sales. There are no limits.*
- o It could be a sweet side gig for extra cash or something more. You decide based on your own goals and schedule.*
- o Now is the best time in Mary Kay history to start a Mary Kay business. Many people today want to be associated with a values-based Company with a purpose and staying power. Mary Kay was founded by a woman, Mary Kay Ash, and has a successful track record of Enriching Women's Lives® for more than 55 years by providing a business opportunity for women to discover extra income, empowered choices and true beauty, inside and out!*

**Reassure her and help her overcome any objections.**

*I know you say you haven't done anything like this before, and that's totally OK. Mary Kay makes it easy! Mary Kay has inspired women to achieve their goals for more than 55 years. I can help you start selling right away to people you know. And it can grow from there if you want it to. At the minimum, you'll learn how to take care of your skin and have some fun.*

**Close the conversation by confirming her interest level in starting a Mary Kay business today.**

*To begin, it's \$85 for the Starter Kit. And if you choose to start with additional products, Mary Kay has the Great Start Promotion that offers rich rewards. We can discuss the rewards, education and tools available once you decide. Do you have any questions, or would you like to know anything else?*

*Are you ready to start your Mary Kay business?*