

# Sharing Guide

Revised by ESSD, Heather Bohlinger

Date \_\_\_\_\_ Consultant \_\_\_\_\_  
Customer's Name \_\_\_\_\_  
Phone # \_\_\_\_\_ Best Time to Call or text \_\_\_\_\_  
Facebook name: \_\_\_\_\_  
E-mail Address \_\_\_\_\_

Consultant Comments:

## STEP 1: Our Agenda & You

1. I want to get to know you.
2. I'll tell you a little about me and my Mary Kay story.
3. I'll share some facts about our opportunity.
4. I'll answer any questions you may have.
5. Based on all the information you can make a decision from there.

Tell me about yourself (family, job, education, hobbies, etc):

What do you like best about what you do?

What would you like to change about your career or life at this time?

If you could design the ideal job or career for you what would it look like?

Let's fast forward 5 years from now, what do you want your life to look like? Are you on track to get there?

## STEP 2: Me

Let me tell you a little about myself, and my MK story. (I-story)  
Tell about your vision with your business and what makes your team unique

## STEP 3: The Facts

If I only had 5 minutes to share some facts with you about the Mary Kay opportunity, what would you most want to know?

### Why Women are Starting a Mary Kay Business

God-Family-Career based company  
Doing work that is fulfilling and enjoyable  
Being free to be your own person and use your unique gifts and talents  
Personal Growth and development  
Making a difference  
Recognition  
Flexibility of schedule, location and advancement pace— no quotas or territories  
Income and Benefits  
(how we make our money, prizes, retirement program, car program, tax benefits, consumable product, 50% discount (show Applause))  
Working from home, coffee shop, on the road, anywhere you like  
Time and income to pursue your passions— what are you passionate about?  
Being a part of a team and working together  
\$100 Starter kit unlocks the door to limitless opportunity!!!

## STEP 4: Your Questions

What questions do you have?

## STEP 5: Closing

1. What did you hear today that stuck out to you or impressed you?
2. If you were to become a consultant what skills do you possess that you feel would be an asset to you building a Mary Kay business?
3. What do you think you would enjoy most about being a consultant?
4. Based on our conversation, I think you would be great because.....
5. On a scale of 1-10, 1 being I would not become a consultant if it were the last thing on earth and 10 being I'm ready to give this a try, where would you rate yourself? (based on her response proceed accordingly with signing her agreement, more information needed to make a decision, or remaining a happy customer)