



Marketing Call Follow Up Questions

You must call and follow up with your guest after the call by asking the following questions from your heart!

(IF YOU ARE A NEW CONSULTANT, PLEASE ASK FOR YOUR DIRECTOR'S HELP WITH THIS PORTION OF THE CALL)

Guest Name: _____ Consultant Name: _____

1. Tell me, (name) what was the MOST impressive fact you heard on the call/video?
2. Okay, if you were to ever come in to MK in like a MILLION years, what things do you think you would enjoy the most?
3. If you could change anything about your current situation, what would it be?
4. Great! Now I want you to ask me anything you want - what questions can I answer for you about the business that may not have been answered on the call/video?
5. Those were great questions! Thank you! Now let me remind you (before I ask you my very favorite question!) what you'll receive if you decide to give this Mary Kay thing a try by signing up today! (explain current promotion)
6. Ya know, I'm curious, (name), if I showed and taught you everything I know, do you think you could do this? (after she answers, say "I know you can and I really think you'd love it!")
7. On a scale from 1 to 10, where do you fall in your interest in starting your own business? 1 being you would never EVER start your MK biz to make some great extra money part time, not even if you were starving :-)
(laugh), or 10 you think it sounds GREAT - you can't wait to get started just to see what happens. Where do you land? BUT you can't say 5 b/c we call that a "lukewarm" answer and it just doesn't count (laugh again!!!).

INTEREST LEVEL:

8. Okay, tell me why do you think you're a _____? (Overcome her objections using feel, felt, found rule!)
9. If she doesn't sign, use Pink Pillow follow-up words at the bottom to schedule a time to talk after she considers overnight and answer any questions she thinks of between today and tomorrow. GET THE TIME TO CALL ON YOUR BOOK OR IT DOES NOT COUNT.

Pink Pillow Test: Okay. I totally understand if you want to pray or sleep on it. I DO want to save you from procrastination. So first, let me ask you...do you have ANY questions I haven't answered yet? Okay. Then if all your questions are answered, I know from experience it's just a matter of sleeping on it. So will you take the pink pillow test:

- if you wake up tomorrow and are still THINKING about Mary Kay, would you agree it's worth \$100 to see if it's for you?

Or, if you don't think ANOTHER thing about it...then you'd probably be best served by being my awesome customer and hostess! Either answer is fine - yes or no - the only one that doesn't benefit EITHER of us is "I don't know".

So what's the best time to talk tomorrow, morning or lunchtime....