

# Future Lauchlan Area Leaders

## CONGRATULATIONS!

You've recruited your first team member! Your new title is...  
Senior Consultant

As a recruiter, a whole new vista opens — you've added a new avenue of income to your business, and, WOW, will you love getting your first 4% check from Mary Kay!

I know you will reach the next steps on the Career Path quickly!

- **Senior Consultant** (That's YOU!) - 1-2 active team members - 4%
- **Star Recruiter** (Red Jacket) - 3-4 active team members - 4%
- **Team Leader** - 5-7 active team members - 9% or 13% + \$50 team building bonus
- **On-Target** - 5 active team members and at least \$4,000 in team production in 1 month
- **DIQ** - 8 active team members

Please remember that it is as simple as this:

1. Make people feel extra special — just treat them as you would like to be treated!
2. Help your new recruit succeed by giving her lots of encouragement - leave the training to me (your director). I have a system and a work flow to move new consultants along. If you add to it, it may get overwhelming for her.
3. Encourage your new recruit to communicate with me. Encourage her to turn in her accomplishment sheets, to attend meetings, and to get Intelliverse as soon as possible!

I'm so excited for you!! The Red Jacket will be in your closet soon!

## THE TEN COMMANDMENTS OF A SUCCESSFUL RECRUITER

1. **ALWAYS LEAD BY EXAMPLE** - If she sees you consistently conducting business (whether 5 or 25 hours a week), she will do the same.
2. **ATTEND ALL UNIT MEETINGS** - See that your recruit is there with you. It's the most important place for both of you to be.
3. **CALL OR WRITE TO HER DAILY FOR THE FIRST 3 - 4 WEEKS** - Make your calls or notes short, but let her know you're there.
4. **KEEP A FRIENDLY BUSINESS RELATIONSHIP** - Until your new recruit is firmly established, you will be more helpful as her teacher rather than her close friend.
5. **ALWAYS TALK ABOUT PROFIT LEVEL** - Unless your new recruit has started with a Full Store Order, you must encourage her to reach it ASAP. Teach her not to embezzle.
6. **ALWAYS LET HER LEARN WHILE YOU EARN** - Spending hours on the phone or at your kitchen table means neither of you are earning. Take her on your shows and spend time with her at the meetings. You'll both benefit more.
7. **KEEP 100% POSITIVE ATTITUDE** - Don't dump on her and don't allow her to dump on you. Our job is to build confidence - not shake it. REFUSE to voice or listen to negativity.
8. **CALL YOUR DIRECTOR** - If you fell unable to answer a question or handle a problem of any kind, please call me ASAP. Be sure to share your achievements and ideas with me too.
9. **HELP SPONSOR HER FIRST RECRUIT** - She will love you for it and it will make her a solid consultant.

### **JUST AS YOU WOULD NEVER TAKE CREDIT FOR HER SUCCESSES, NEVER TAKE RESPONSIBILITY FOR HER FAILURE** - You can love her and teach her, but SHE MUST DO IT HERSELF.

Sometimes we worry so much over whether or not a new recruit will succeed, that we avoid it by not even asking or by not following up if we do ask. A simple change of attitude can resolve this for you. Try bringing new recruits in with the following attitude:

I am offering you a wonderful opportunity! Many of the women in this company are leading happy and successful lives because of Mary Kay. They have accepted the challenge and they love the thrill of achievement and the special pleasure that comes from helping others.

I selected you because I feel that you are that kind of person. I will believe in you, your integrity, drive, and intelligence. I will support and encourage you. I will become your biggest cheerleader. I will not smother you and cripple you or do anything you are capable of doing yourself so as not to weaken you. I will not hold you back if you move ahead faster than I, and I will not "baby" you and destroy your confidence. I will treat you like the adult you are. After all, if you decide not to come to career meetings or workshops, or if you allow yourself to get discouraged and let your dream die, I will feel awful for you.

However, I am not responsible for your success or failure. If you never miss a Mary Kay function, and you keep your dream in front of you, then you will become the star I envisioned when I recruited you...and I will jump for joy! I will know you did it all, but I will be so proud that I had the good sense to select and recruit you!

I am so excited for you! Congratulations on your new Team member! I know you'll be in your Red Jacket and earning Team Building Bonuses soon. As you move to Team leader, you'll earn 9 and 13% commission checks and you'll be eligible to go on Target for your RED Grand Am. The sky is the limit!

From NSD Karen Piro