

The 4 KEY Questions

via Sean Key, May 5, 2012

Prospective's Info	Name:		Date:	_____
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Agenda for Call: Introduction, 4 KEY Questions, Close

Introduction:	<ul style="list-style-type: none"> • I have four basic questions for you. • There is no right answer – just the honest one. • And, know that I will love you regardless.
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1.	Tell me a little more about yourself (i.e., family, job, hobbies, etc.)
NOTE TO CONSULTANT: Be mindful of what is mentioned first & most often. Refer to Exhibit A: DISC for Teambuilders.	

2.	What puts a smile on your face?

3.	Tell me about a time when you felt successful. What did you like most about that?

4.	Fast-forward a year -- what unfulfilled dream would you like to have come true that you're <u>not</u> living now? Where are you with achieving that goal?

NOTE TO CONSULTANT:

- Listen MORE, talk LESS. Remember: **W.A.I.T. (Why Am I Talking?)**
- Relate the above responses to **some** aspect of the Mary Kay business opportunity based on the DISC chart. [EXAMPLE: If she talks about her children/family, then focus on how her own Mary Kay business will allow her to provide for or spend time with her family.]
- When presented with objections , flip-it & focus on 'selling' the prospective team member **her own** dream – that she has communicated to you during this interview.



DiSC® for Team Builders

The response to the following statement might help you ascertain someone's behavioral style:
Tell me a little bit about yourself.

	D Dominance	I Influence	S Steadiness	C Conscientiousness
How she will most likely respond to statement	Will talk about her job and accomplishments	Will talk about herself and what she likes	Will talk about her family and the work she does for family or church	Will ask you to clarify the question, perhaps saying, "What do you mean by that question?"
Characteristics	<ul style="list-style-type: none"> • Results-oriented • Career-focused • Makes quick decisions • Direct • Independent • Self-confident • Impatient 	<ul style="list-style-type: none"> • People-oriented • Recognition-focused • Expressive • Loves to talk • Enthusiastic • Impulsive • Not detail-oriented 	<ul style="list-style-type: none"> • Family-oriented • Security-focused • Loyal • Easy going • Abides by the rules • Friendship is important • Slow to change 	<ul style="list-style-type: none"> • Detail-oriented • Perfectionist • Analytical • Exacting • Precise • Organized • Likes the facts
What you might focus on during team-building appointment	<ul style="list-style-type: none"> • Leadership and income potential • Independence • Moving quickly up the career path • Be your own boss • Flexibility 	<ul style="list-style-type: none"> • Working with people • Prizes • Impact she can have on others • Ability to be creative • Recognition • Seminar 	<ul style="list-style-type: none"> • Keeping priorities in order • Time spent with family and how this will help her provide for them • Friends she will make • Free education she'll receive 	<ul style="list-style-type: none"> • Able to work own hours • Personal growth • Leadership • Will appreciate all educational material available
Team-building appointment	<ul style="list-style-type: none"> • Short appointment • Be brief, but thorough • Don't dwell on the fluff • Explain marketing plan • Provide direct answers • Outline steps to leadership roles • Let her do the talking • Will probably decide quickly 	<ul style="list-style-type: none"> • Long appointment • Allow time for relationship-building • Let her do the talking • Simple explanations • Don't bore her with details • Ask her lots of questions • Provide I-stories of people who've been successful • Show pictures rather than written material • Will probably decide quickly 	<ul style="list-style-type: none"> • Give simple explanations • Share the facts about how much it costs, how much time it takes, how to get started • Explain how she'll be able to fit it into her busy schedule • Answer questions • Will probably take more than 1 appointment 	<ul style="list-style-type: none"> • Be concise • Build on Company's credibility • Use facts in print • Answer all questions • Explain exactly what it takes to move up the career path • Will probably take more than 1 appointment