Kristi’s Q&E (quick & easy) Innerview Guide

I make sure that when I’m doing these I have pen and paper with me to take notes, either in person or on the phone. I start every innerview off with, Thank you so much for doing this to help me (or help \_\_\_\_\_\_\_ if you’re doing it for your consultant) I really appreciate you giving me a few minutes of your time. I know that you are probably not at all interested in selling Mary Kay and that’s totally fine. My job is just to tell you the facts and then get your opinion at the end. I am going to ask you a few questions about yourself and tell you a little about what we do in Mary Kay, is that ok? (Then I jump right into these questions)

1. Tell me a little about you?

If she says, what do you want to know or like what….do not guide her in what to say. I usually say just tell me anything you would want me to know. I always comment and ask more questions to find something that we have in common.

1. What do you love most about your life right now?
2. If you could have more of something, that’s tangible, what would it be?
3. Tell me about a life changing event, that’s happened in your life that has made you the woman that you are today?
4. Tell me about the last time you were successful and what that felt like?
5. Pretend with me, if money and time were not an issue, fast forward 1 year, where do you see yourself?
6. I don’t want to tell you anything that you already know about Mary Kay, so tell me, what do you know about our company?

From there I will interact with the answers she gave me. I will tell her a little bit (3 mins) about me and do a quick I-story and then I will tell her the benefits of Mary Kay based on what her responses where to the questions.

Not everyone needs to know EVERYTHING about what we do. Make sure that the information that you are telling her relates to her. If she has kids and you do not, you may want to use another MK lady that has children and relate her i-story to the potential team member.

1. On a scale of 1-5, 1 being I would rather run out side naked than sell Mary Kay, 5 being, oh my gosh this sounds great what have I got to lose, you can’t give me 3, it’s a chicken answer. & it hurts when we straddle the fence ☺ Where do you see yourself on that scale?
   1. No matter what she says, always respond with that’s great! Let me ask you this, what is stopping you from being a 5?
      1. Usually this is where you will find out her real reason; money, time, not a sales person, ect
2. Last question, THE MOST IMPORTANT!! Is there any reason why you wouldn’t want to go ahead and get started today?