

Marketing Call Follow Up Questions

YOU MUST CALL AND FOLLOW UP WITH YOUR GUESTS 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: _____ DATE: _____

1. Tell me, (name) what was the MOST impressive fact you heard on the call?
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?
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. Okay, here's the moment of truth...are you ready? (Smile when you say this b/c they can hear it in your voice!) On a scale from 1 to 10, one being you would never EVER come in to MK not even to get your products at half price, you'll never be interested and you'd never even consider it EVEN IF YOU WERE STARVING ON AN ISLAND (laugh), or TEN you think it sounds GREAT, you can't wait to get started just to see what happens – where would you say your interest level lies – BUT you can't say five b/c we call that a chicken answer and it just doesn't count!

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, schedule ****Pink Sheep** follow up for the next day to answer any questions she thinks of between today and tomorrow! GET TIME TO CALL ON YOUR BOOK OR IT DOES NOT COUNT.

**Use Pink Sheep Follow Up script to help with follow up.

Remember, to keep this completed sheet for your records! You want to be sure you are tracking every person you share the MK Opportunity with so we can track your progress together!