



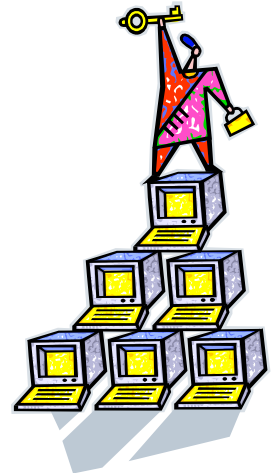
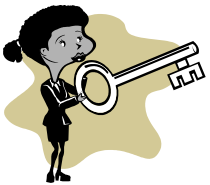
# WINNING A GOLD MEDAL

From NSD Mollye Morrow's Newsletter

The precious Gold Medal is the most prestigious award in all of Mary Kay! All you do is share your opportunity with five people in one calendar month to win the Gold Medal! The Consultants' Agreements must be in the branch office by the last working day of the month. You may say "How do I win a Gold Medal?"

Here's how!

1. Decide "Yes, I can and I will win a Gold Medal this month."
2. Plan your work and work your plan. Since the best recruits are found at Skin Care Classes, it starts with booking your Skin Care Classes. Book seven every week so you will hold five.
3. Do the 4-Point Recruiting Plan at every Skin Care Class.
  - a. Before the Skin Care Class, ask the hostess, "Who is coming today who might be interested in doing what I do?" Feed her mind: someone who is at home with children; someone who is so busy they couldn't possibly fit another thing into their lifestyle; someone who is looking for part-time work.
  - b. Put on a crackerjack recruiting talk at the end of your Skin Care Class.
  - c. Select one person at every Skin Care Class and offer her your career.
  - d. Offer the hostess a merchandise gift (about \$10) for any person suggested who is accepted by the Company and becomes a qualified Consultant. Don't forget to ask her!
4. Do at least five interviews each week.
  - a. Make a list of all your prospects with their phone numbers on it. A suggestion is to put them on 3 x 5 index cards on a key ring. This is great because you have them in your purse with you at all times.
  - b. Set up appointments for this week only.
  - c. Invite guests to Success Meetings every week — pick them up. Tell them on the way over that they will learn everything they need to know about the Mary Kay Career tonight in order for them to make an intelligent decision about coming into the Company. Don't keep it a secret that you are trying to recruit them. Let them know how great you think they are. Don't run out after the meeting, Debut, or whatever you take them to. Bring them up to introduce them to the Directors personally. Make a fuss over them. Everyone loves to be "made over." You do not think they are great or else you wouldn't have asked them.
5. Follow up, and follow up on the follow up. Take your prospects to Skin Care Classes with you. Call her and overcome her objection, see her husband and answer his questions, etc.



*opportunity is knocking at your door!*