

RECRUITER RESPONSIBILITY CHECKLIST

(Each recruiter should receive this)

CONGRATULATIONS RECRUITER!!! As a recruiter you have demonstrated the quality of unselfishness by sharing an opportunity to which your new recruit may never have been exposed. If it weren't for you recognizing something special in her, she may have never known about our company. To help her get off to a great start, please do the following:

1. Make sure you are familiar with all of the information in this binder and the training materials that she received from the company. Her Starter Kit will probably be delivered to you. Set up a time to give it to her and explain the contents.
2. Send her a welcome note.
3. Make sure your new recruit is **on the basic** and has any color cosmetic items she needs. Give her samples until her order arrives.
4. **Purchase and present her with her Mary Kay pin** at next meeting. (You can purchase the pins on the consultant order sheet, but if you don't have one, see your Director and purchase one from her.) Introduce her to the other consultants and help her to feel comfortable. Give her the dates of meetings and events for the next 4 weeks.
5. **Attend all training classes and meetings with her** (in some cases you will be her trainer). Watch videos and listen to tapes with her if you haven't seen or heard them. Make sure she has adequate phone numbers of top consultants to call to observe classes.
6. **Make sure you receive a list of her first 8 hostesses. Please call to confirm them. Thank them and recoach if necessary.**

This is the telephone approach you as her recruiter should use when confirming your new recruit's first five classes: "Hello, is this Sarah Johnson? This is Peggy Jones calling. I sponsored Linda into Mary Kay Cosmetics, and I'm calling to personally thank you for being one of her first eight hostesses during her training. She told me why she selected you and that is quite a compliment to you. Now, let's see if the time and date are correct. Your class is scheduled for April 12, at 7:30 P.M." The recruiter should coach her by asking if Linda told her about hostess credits or certificates- and did she understand? The conversation should be short and end as follows, "Once again, let me thank you. I know you and all of your friends will thoroughly enjoy the presentation. It was nice talking to you, and I hope to meet you soon." (Also invite them to the meeting for her.)

Instead of calling, you may want to write her first hostesses a thank you note or email the following hostess letter :

Dear _____,
Thank you for helping _____ to get off to a good start in her career by hosting one of her first classes on _____.
As her sponsor, I can assure you that her first several classes are of the utmost importance to her training. Thank you for your cooperation and support. I'm sure that your friends are going to be forever grateful to you for showing them the way to a lovelier looking skin and the personal service available through Mary Kay. Your friends are in for a real treat when they attend your class on _____ date and time _____.

Sincerely,

7. Have her make two lists: (this is actually part of her homework). a. one of possible classes/facials b. possible recruits
8. **Make sure you don't dump negativity on your new recruit.** That's not fair to her.
9. **Encourage her** and support her.
10. It's a good idea to meet with your new recruit at her home and help her get organized. It's best to do this after she has taken inventory of her first order and has it labeled and put away. Check her hostess packets and other papers. Help her to pack for her first class.
11. **Don't ever borrow products from (or trade products with) your new recruit or any other consultant.**
12. Encourage her to win her **all of the prizes available to her. (Let me know as she wins each.)**
13. Talk to her after each of her first appointments. It's so important that she starts out by developing correct habits for selling basics and booking second facials. Let your Director know how she is doing.
14. Help her to complete her first few weekly accomplishment sheets. Help her to make out her second order and to manage her money correctly.
15. **Most importantly, be someone she can respect!! Be someone she can model after. She will follow your example.**