

Training for Red Jackets to DIQ'S

1. Read the attached notes from "Training for Red Jackets to DIQs," taken at Gill's debut on June 8.
2. Decide that you truly want to "be the best recruiter" to your recruits that you can be.
3. Make a commitment to do weekly coaching calls (or emails if you cannot agree upon a convenient phone time). *These are SHORT calls. I have them scheduled for 10 minutes only, every Tuesday night from 9 to 10 p.m. My team knows that I am calling each of them, so they respect the time limit. We can always set a date to talk again if there is more to discuss.*
4. Plan a get-together with a meal for your team at your home. Tell them what you will be doing during the evening. My meeting lasted from 6:30 to 8:30 p.m. *I made BBQ and drinks; my team brought side dishes and desserts. It was GREAT food, by the way!*
5. As people arrived and throughout the mealtime, one by one, I had my team members complete a 7-minute DISC (personality profile) computer inventory. My husband printed them during the remainder of our meeting time, and I gave them to each team member before she left. *These were a big hit! They are available from www.DISCinsights.com The cost is \$5 per test, and you buy them in 10-test increments. Easy to install on your computer...easy to use. YOU CHOOSE which profile to print; there will be three choices: the public self -- mask, the perceived self -- mirror, and the private self -- core. I chose to print the MIRROR for my team members. The computer prints a 24-page personality report. WOW! This is a FABULOUS resource. As I review the report, I get incredible insight; I learn the BEST ways to coach my team member!*
6. During the first hour, we just chatted and ate and took the inventories...fun "girl time."
7. The second hour was more focused. I began by asking "When you were a little girl, what did you dream of being when you grew up?" Each of us answered. I took notes.
8. Next question, "What are your dreams now?" Each of us answered. I took notes.
9. Next question, "How could your Mary Kay business help make your dream(s) come true?" Each of us answered. I took notes (*see a pattern here????*)
10. Next, I shared that my original goal had been to make \$400 to \$600 per month and that I had consistently achieved that in less than 10 hours of work per week. I said, "I KNOW I can teach you how to make what I have made. Who could get excited about an extra \$600 per month? What would you do with it?" Everyone answered. I took notes. *Some people wanted to make more than that. This is an acceptable answer ;-)*

11. After reviewing their goals, I said, "I want to be the best recruiter to you that I can be. I want to help you fulfill your dreams. Would it be helpful to you if I called to 'check in' each week? This would be a 10-minute phone call to see how I can help you meet your goals for the next week. This call is all about you. We schedule it, and it is our time to problem-solve. It is a time for me to answer questions, a time for encouragement, a time for your business." They all said "yes." I passed around a sign-up sheet, and they signed up. *My time period for coaching is Tuesday nights from 9 to 10 p.m. I call someone every 10 minutes. Some people could not utilize that time, so we agreed on weekly emails. THEY signed up for the time slot THEY wanted. When I call, I am fulfilling my covenant with them -- it's not an "imposition"; it's a gift of my time to them.*

12. I passed around a Goal Sheet, designed by my director, which included: name; career level; short-term (one-month) goal, mid-term (quarter) goal, and long-term (seminar year) goal; monthly retail sales goal; monthly wholesale order goal; the question "what can I do to help you reach your goals?"; and the question "what are you willing to do to reach your goals?" They asked questions for clarification. I offered help as needed. They filled out the sheets and gave them back to me.

13. At this point, I have the completed coaching call sign-up sheet and the completed goal sheets from each team member. I have their completed DISC personality inventories on my computer for future reference, and my husband has printed a copy for each of them to take home. I thank them for coming and sharing this time and their great food! I pass around a "how-to" sheet for a "million dollar legs" class...just something concrete to take home with them to help their businesses. I re-affirm my commitment to pour energy into them to help them make their dreams come true.

14. Each of them gets a gift for attending! My gifts were some MK and some non-MK items: a collection tray, a STAR mug, a shimmery MK travel bag, a set of garden-style fun citronella candles, an inspirational book (one of the Chicken Soup for the... varieties), etc. FUN!

15. Each receives a print-out of her "mirror" personality profile (24 pages!!!) to keep.

16. Now, I am calling my team members weekly, as planned. They report that the coaching calls are very helpful to them. *Financially, the evening cost me roughly \$120 for 6 team members -- remember, the inventories cost \$5 each (plus ink and paper to print), the other costs were gifts and food. My monthly team goal, based on that evening, is over \$5000 w/s. My meeting was in mid-July. When we do \$5000 w/s in August, my commission on their portion of our goal -- will be \$400 or more. Not a bad return on my investment of \$120, a fun two-hour get-together, and one hour per week phone time with sharp women!*