

MARY KAY[®]

DISC ROLE PLAY GUIDE

Based on the video featured in the previous activity, you can ask your Independent Sales Director or Power Partner if she could do a booking and team building role-play with you using this guide. You might want to go over the information below with her so that you can be clear on what you want to accomplish with this activity.

Before you share anything about yourself, the Company, Mary Kay Ash or the benefits of having an independent Mary Kay business with a potential customer or team member, consider asking some questions about her FIRST. You can start off by saying: *“Suzy, I would love to get to know you a little better. Please tell me about yourself.”*

WHEN SPEAKING WITH A **DOMINANT** PERSONALITY:

FOCUS ON: the **BIG PICTURE** of the Mary Kay opportunity

TALK ABOUT:

- The potential income of an independent Mary Kay business.
- The independence that the Mary Kay opportunity can offer.
- Building and leading a team.
- Being a leader and coaching others.
- All the goals they can achieve.

QUESTION YOU CAN ASK: *Suzy, after everything you’ve heard today, if you were to consider the Mary Kay opportunity, why do you think you would be great?*

OTHER TIPS: When talking to a “D” Personality, it is important to let her talk. She will tell you what she wants to know!

WHEN SPEAKING WITH AN **INFLUENTIAL** PERSONALITY:

FOCUS ON: the **FUN, PRIZES** and **RECOGNITION** in Mary Kay.

TALK ABOUT:

- The fun she can have at meetings and events.
- The friends she can make and the relationships she can build with other women.
- The prizes she can earn.
- The recognition she can receive.

QUESTIONS YOU CAN ASK: *Suzy, after everything you’ve heard today:*

1. *Which prizes would you love to earn?*
2. *If you were to consider starting a Mary Kay business, what would you do with the extra income?*
3. *What excites you the most about the Mary Kay opportunity?*

OTHER TIPS: Keep it light and FUN!! If it’s not fun, an “I” Personality probably won’t be interested!

WHEN SPEAKING WITH A **STEADY** PERSONALITY:

FOCUS ON: the **STABILITY** that the Mary Kay opportunity has to offer

TALK ABOUT:

- The education and support that Mary Kay, Inc. offers to all independent sales force members.
- The flexibility that the Mary Kay opportunity can afford her.
- The benefits that her family can have as a result of her Mary Kay business.
- Mary Kay Ash's commitment to helping her keep her priorities in order (faith first, family second, career third).

QUESTION YOU CAN ASK: *Suzy, after everything you've heard today, how do you feel the Mary Kay opportunity may benefit your family and/or the organizations you're involved in?*

OTHER TIPS: *With an "S" Personality, you may do most of the talking, and be sure not to ask too*

WHEN SPEAKING WITH A **COMPLIANT** PERSONALITY:

FOCUS ON: the **DETAILS** of a Mary Kay business

TALK ABOUT:

- The details of an independent Mary Kay business.
- Details about the Mary Kay® products.
- How the marketing plan works.

QUESTIONS YOU CAN ASK:

"C" personalities want to answer questions correctly! So, you may want to ask specific questions like:

1. Tell me about your family. Are you married? Single? Any children?
2. Tell me about your career. What do you love about it? What would you change about it if you could?

OTHER TIPS: *Share facts about the Mary Kay opportunity through a company-approved handout or brochure. Give her materials to take home and answer all of her questions in detail.*

With a "C" Personality, don't get too personal. Answer questions thoroughly and build credibility.

Remember, practice makes perfect! So keep practicing until you feel comfortable with the dialogues and you feel confident that you can deliver them during an actual booking and/or team building appointment.