

## PLENTY IN TWENTY Priorities:

- 1) Personal Interview follow-ups
- 2) Coaching – Your hostesses
- 3) Booking – to get to 10 on books
- 4) Customers (esp. recruit prospects)
- 5) Other

## FOCUS 40 - Fortifying

- 1) Unit Interview Follow-up
- 2) Coaching (debut/next step talks)
- 3) Booking interviews
- 4) Customers (New/Key People)
- 5) Other (challenges/miscellaneous)

### **Plenty in 20:**

As I was thinking what my “secret weapon” was in MOVING UP to National Court of Sales, National court of Sharing, earning my first car and achieving directorship, one of the secrets of my success was GUARDING and IMPLEMENTING 20 minutes of follow-up and intentional contact calls EVERY DAY. While working a full-time job, I would get home around 5:30 p.m. and like many of you, have to head right back out the door to my weekly meeting and Tuesday/Thursday skin care classes. Since so many people were not available over my lunch hour at work and didn’t get home till later like I did, I knew I didn’t have much time to connect with people and keep the ball going. I had to be VERY intentional with WHEN and HOW I reached people. We didn’t have cell phones back then. We HAD to time our calls when we were HOME so the phone cord would reach to our walls!!! I learned a valuable lesson that still serves me well 29 years later!

At 6 p.m. (not 6:05) I headed to my office to make 20 minutes of power calls before I headed at 6:20 to drive to my 7 p.m. class. I packed for my class the night before so everything was READY! I touched up my makeup when I got home and ate dinner with John from 5:30-6, but then I STARTED at 6 p.m.! For 20 minutes I was INTENTIONAL about calling right down through my priorities – not just “calling”. There’s a big difference between “working Mary Kay” and WORKING MARY KAY SMART!!! I would challenge you that YOUR success & results are found in prioritizing, not just working! It’s kind of like following a 6 most important things to do list for your limited phone time to ENSURE you are being effective and productive, not just BUSY!!!

I got LOTS of answering machines, husbands & kids that answered instead of my intended prospect, but that’s OK. I was able to leave messages and GOT GOOD at planting seeds that otherwise would not have been processing while I was on to the next class! Then when I harvested later in the month, those seeds had been germinating and producing. For instance, when I called on Monday to follow-up first of all with my Saturday’s facial and interview, even if I got her machine, I was letting a message thanking her for her time on Saturday, got to check that her product was doing great, and reminded her about listening to the hotline for a half price item. When SHE got the message at 7:20 while I was out faciaing someone else, she was perhaps reminded I cared and to listen to the call after all. Then when I called back Tuesday night, she was ready. I didn’t keep complaining about only getting answering machines or the fact that “I didn’t get anywhere so what’s the use?” (That would have been stinkin’ thinkin’ and

putting my mental energy in a negative direction. You don't have time to WHINE – you must WIN!) Call – press on! Quit lamenting and venting and start asking and tasking!!! The results will be there eventually when you are persistent and consistent. You don't have to push others – you have to PUSH YOURSELF to stay disciplined and play the numbers and make the contacts. Don't expect to get 5 bookings out of 2 phonecalls!

SO....Let's show a sample when I would start down my list from 6-6:20 p.m. :

6:00 – INTERVIEW FOLLOW-UP with someone I interviewed Sat. Let's say I left a message. (LM)

PHONE MESSAGE: *(“Hi Diane! This is Dawn calling back like I promised after our fun facial on Saturday. It was a joy to get with you. Hope you are loving your product! Also anxious to see if you had any questions about our Mary Kay opportunity. I realize it may or not be for you and that is OK! Just had to see what you thought of the hotline and which eye shadow you'd like to claim as a special gift for being a talent scout! Thanks for calling me back tonight or tomorrow! I look forward to talking to you!”)*

TEXT MESSAGE IMMEDIATELY THEREAFTER: *“Hi Diane. Hope you are great. Left you a voice message just now. Thanks for checking it and getting back to me tonight or tomorrow.”*

6:02 – INTERVIEW FOLLOW-UP - sharpest recruit potential from Sat. afternoon. (followed the script, but she didn't have a minute to talk and hadn't listened to the hotline yet. Just pleasantly assured her I could try again in another 24-48 hours).

6:04 – follow-up on third sharpest Interview prospect- Left phone message, then text.

6:05 Coaching Call: tried to call my upcoming Thursday hostess. Left message.

*(“Hi Susan. I'm excited about our class Thursday and planning to bring that brush set you loved. Be sure to leave the names/numbers of your friends who will be attending so I come prepared. You can count on me (or someone better in my place) to be there and I AM SO LOOKING FORWARD TO IT! Can't wait to get your message. Thanks for following through)*

6:07 Called my Saturday hostess. Connected. Talked for 5 minutes. YIPPEE!!!

6:12 Booking Call – tried to contact the warm chatter lead I met in Target today! LM

*(“Hi Debbie! This is Dawn with Mary Kay. So glad we connected today in Target. I was calling to schedule that makeover I promised. Which would be better for you – Tuesday or Thursday? Thanks in advance for calling me back. Looking forward to hearing from you”*

6:13 Booking Calls – called 2 referrals from Pam's class on Saturday.

Phone: *“Hi Joan. This is Dawn – a friend of Pam Miller's. Could you give me a quick call? My number is: 540-587-9577. Thanks so much.”*

Text: "Hi Joan. This is Dawn Dunn – a friend of Pam Miller's. I left a voice message. Could we connect?"

6:17 Customer Service – returned the call from Professional Paula who I've been trying to layer about recruiting.

Phone: "Hi Paula. This is Dawn! So glad you called today and are loving that Timewise Repair. I will be sure to get that to you. Was hoping I could drop it by on your lunch hour tomorrow since I will be out your way anyway. Would you have 15 minutes over lunch and I'll even give you a sneak peek and some samples of our new spring products! Can you confirm that is OK?"

TEXT: "Hi Paula. I left you a quick voice message. Please check and reply, THANKS! I appreciate you and loving being YOUR MARY KAY BEAUTY CONSULTANT!!

6:20 Dawn's Thoughts: "WOW! Time to move on to my 7:00 class! Oh my... I still have 3 customer calls and 2 team members' messages on my machine. HMMMMM..... I will hand the names/numbers of the 3 customers to my mom's helper staying with my children and ask her to often and I am prepared in advance).

Phone: "Hi, this is Cindy calling for Dawn Dunn. Do you have a quick minute? Great! Dawn got your MK order today and will be sure to get that to you in the next 24-48 hours. She had an appointment tonight but wanted to see if you had 5-10 minutes to connect over your lunch hour tomorrow for her to deliver it and give you samples and a new sneak peek of the new spring line. Would that work for you? Great! I'll have her confirm via text in the morning! She also has Food, Fun and Facials going on this Thursday night and some of her customers love updated makeovers featuring the new spring products. Would you be game?"

6:20-6:40 Drive to the class listening to awesome MK CDs and training! I'm EXCITED!!

7-9 FULL CIRCLE CLASS - How fun to sell \$280, book 3, interview 2, and then give them their products on the spot!! Drive home by 9:30!!

9:30 Phone Time with any team members (since we have the agreement we can talk from 9-10 in evenings when its not prime people time from 9-9 daily)

9:45 Fill out weekly accomplishment sheets & update tracking sheets & white board!

9:50 6 Most Important Things to do list for next day!!!

9:55 Quick scan of Facebook/Emails. Will cover in the morning!!!!

10-11 TIME WITH JOHN as scheduled! My priorities are balanced! I have been effective!!! YEEHAW!

*Focus 40 -- 40 minutes critical to a Sales Directors' Success. I still invested a MINIMUM of 20 minutes a day as a "consultant/director" working her personal business implementing the PLENTY IN 20. That never changes.*

*BUT.... The focus 40 completes a POWER HOUR on the phone daily to ensure a well-balanced, successful business where all the bases are covered. In an ideal world, I would invest 1 hour of INTENTIONAL calls DAILY to keep all the balls juggling. Shoot for it. Don't just wing it. Don't ignore it. Don't get overwhelmed by it. Just keep the list of PLENTY IN 20 and FOCUS 40 handy so when YOU get the window to reach out to people, YOU are EFFECTIVE!*

*Here's a sample of my Focus 40. I used to try to fit these in when I could.... It might be 10 minutes in the morning 8:30-8:40, over lunch, 6-6:10 from my meeting room before people show up... etc. I was always inserting it into the "holes" in my Swiss Cheese life as I could. Plan ahead in your day to see when you have margin to make follow-up calls.*

- 1) Unit Interview Follow-ups!! (following up for my new/key's sharpest prospects). Thank them for coming to the meeting or helping Suzie with her interviews and ask if you could take 5 minutes to get their feedback as you are helping Suzie move up in her business skills.*
- 2) Coaching Debuts – do you have a new consultant debut scheduled for Thursday? CONNECT or at least leave a great message so that hostess is REMINDED.*
- 3) Booking new Interview appointments for your people. Do you only have 7 interviews completed and need to hold face-to-face interviews with at least 3 more? Call your red jacket wanna-be and schedule Thursday lunch-hour interviews (or "heart to hearts") Get that recruiting notebook open & sharing!!!*
- 4) New/Key People Calls (Customer Service). In a sense, when you move up to directorship, you not only have customers who use the product, but you add "Customers" who are your team members. They are counting on YOU to deliver belief, encouragement, and ongoing training. I see this as NEW/KEY people. Who are your 5 KEY PEOPLE? (Hot list). Who are your newest consultants in your unit that need a call? I LIST the people I need to intentionally connect with via phone, text, person-to-person or a postcard. CONNECT. I may only connect with 4 of them and leave messages for 3, but at least they hear from me and I am INTENTIONAL about connecting with my sharpest unit members.*
- 5) OTHER – These messages and connections are my last priority and can even sometimes be delegated. I may have 3 messages from unit members wondering about CC details, if they can borrow a cleanser (ugh!), how to set-up pro-pay, etc. I usually delegate most of these to my office helper who can gladly answer most of these questions or at least interface with them to get the question so it can be answered in a timely fashion. I DON'T START MY DAILY TIME WITH GETTING THESE MISCELLANEOUS CALLS OUT OF THE WAY BECAUSE THEY USUALLY TAKE UP ALL YOUR VALUABLE TIME. Think PRIORITY! Yes we care about EVERYBODY, but we GUARD our priorities and do the most important things first. BE PRO-ACTIVE for an hour a day as a director and delegate the rest.*