

DiSC® for your MARY KAY business revised by SSD Melissa Mays

The following question might help you ascertain someone's behavioral style... ***Tell me a little bit about yourself?***

	D	I	S	C
How she will most likely respond to the question	Will talk about her job, accomplishments, and everything she is in charge of	Will talk about herself and what she likes, and pretty much her life story	Will talk about her family and the work she does for family and/or church, volunteer organizations	Will ask you to clarify the question...perhaps saying, "What do you mean by that question?" or "What do you want to know?"
Characteristics	Dominant Driven Demanding Determined Decisive doer Delegator	Inspirational Influencing Inducing Impressive Interactive Interested in people	Supportive Submissive Stable Steady Sentimental Shy	Cautious Competent Calculating Concerned Careful Contemplative
Communication Style	Let them talk They will tell you what they want They may not listen to you	Focus on relationship building Let them talk Take an interest in them	You talk more and need to ask lot's of questions May not ask you many questions Focus on flexibility	Don't get too personal Answer questions thoroughly Build credibility
Recruiting Tools	Copy of your Weekly Accomplishment Sheet (Great week and average week) Copy of your commission check Applause Magazine (especially Nationals section) DREAM BIG HOTLINE or CHOICES	Applause Magazine Pictures of Seminar, you having fun with your MK girlfriends Star or Seminar Prize catalog A Star prize you've earned (purse, jewelry, WEAR THEM!) DREAM BIG HOTLINE or CHOICES	MK Autobiography Applause (especially stories including families) Pictures of your family on vacations etc DREAM BIG HOTLINE or CHOICES	Website MK Autobiography Any company literature you can give her DREAM BIG HOTLINE or CHOICES
What to focus on during team-building appt.	Big international company Leadership, income potential & independence Moving quickly up the career path Be your own boss Flexibility	Recognition & prizes Impact on people Seminar Friends Working with people Ability to be creative	Flexibility & friends Training & support Financial security in an uncertain economy Keeping priorities in order Time spent with family and how this will help her provide for them	Able to work own hours Personal growth Leadership Will appreciate all printed material available
Team-building Appointment	Short appointment Be brief, but thorough Don't dwell on the fluff Explain exactly what it takes to move up the career path Provide direct answers Let her do the talking Show her the Nationals checks in Applause. Will probably decide QUICKLY	Long appointment Allow time for relationship-building & ask her lots of questions Let her do the talking Simple explanations Don't bore her with details Provide I-stories of people who've been successful Show pictures rather than written material (Show DREAM BOOK), Star & Seminar Prize brochure Will probably decide QUICKLY	Give simple explanations Share the facts about how much it costs, how much time it takes, how to get started Explain how she'll be able to fit it into her busy schedule Answer questions Show pictures rather than written material (Show DREAM BOOK) Will probably take more than 1 appointment	Be concise Build on Company's credibility Use facts in print Answer all questions Explain exactly what it takes to move up the career path Show your weekly summaries (good & average week) and company literature Will probably take more than 1 appointment
Biggest fear	Being taken advantage of	What others will think	Change & loss of security	Criticism of work
Asking for a DECISION. (Reflect back on her WHY.)	This company was designed for women with your focus and vision. <i>How would you like to be in TOTAL CONTROL of your career advancement with unlimited income potential?</i>	I can see you on stage now getting your diamond ring and being the queen at our meeting! We will have a BLAST together! <i>How much fun do you think you would have doing this? You ready to get the party started?</i>	What would the extra income pay for...family vacations, braces for Johnny, etc. It would mean the world to me to have you on my team. You would make such a difference. <i>What's the WORST thing that could happen if you gave this a try?</i>	I believe your attention to detail would make you great at this. We will give you a step by step plan for success. <i>Would it help if I explained the next step after we order your kit?</i>