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TEAM-BUILDING WITH A PERSONAL TOUCH

Dominant Personality (D)

How to identify:

- Will ask brief questions
- May interrupt to get you to the point
- Is in a hurry
- Looks at her watch often
- Is restless
- Usually wants a management career
- Makes quick decisions
- Loves respect and prominence

Suggested approach: Show her the *Changing Lives* brochure and point out the career opportunities at each step on the career path. Show her facts and figures. Also share with her *Room At The Top* featuring Mary Kay National Sales Directors.

Influential Personality (I)

How to identify:

- Talks a lot
- Asks many questions
- Goes into great detail if you ask a question
- Enthusiastic
- Fun-loving
- Friendly
- Loves recognition

Suggested approach: Share the current *Applause@* Magazine, contest brochures and pictures from Seminar with the prospect. Point out the photographs showing the glamour and glitter of Seminar and explain the recognition Seminar winners receive. Invite her to a unit meeting and introduce her with great fanfare!

Steady Personality (S)

How to identify:

- Loves status-quo
- Family-oriented (she'll tell you all about them)
- Is reserved, but friendly
- Will do anything to help
- Likes to be part of the group
- Lovable
- Slow to make a decision, but loyal when she does.

Suggested approach: Stress the Mary Kay philosophy of God first, family second and career third. Show her the *Real Women, Real Careers* brochure which depicts keeping these priorities in order. Invite her to a unit meeting so she can see first-hand the camaraderie shared by unit members.

Compliant Personality (C)

How to identify:

- Loves details
- Asks questions
- Wants all the literature you can give her
- Critical, analytical, but gets the job done
- Will be very much a perfectionist
- Tends to criticize herself

Suggested approach: Be sure to stress the education Mary Kay Inc. provides for new Consultants. Give her the *Consultants Guide* and schedule her to observe a skin care class immediately. Build her self-esteem, and you will have a winner!