

# DAVID COOPER

## “Go Director the Fastest!”

### ASK YOURSELF:

- \*How much do I want it?
- \*How good are my questioning skills? Rate 1-10
- \*Am I willing to have a 30-60-90 days weekly classes blitz?
- \*Am I willing to memorize question scripts and closes?
- \*Am I willing to become as proficient in my retail sales as I am in my recruiting?

### I. GET EXCITED ABOUT YOU!

- A. Self-Imagine: This is the key to cash in your pocket!
- B. Do not take rejection personally! Concept vs. Personal. You must have emotional strength and bounce back ability.
- C. Self Confidence is quickest achieved through a series of short term successes.

It's my turn! I am going DIRECTOR the fastest!

- Persist with perfect practice for 21 days.
- When I learn to control my emotions, my daily consistency and the quality of my skills, I will control my happiness and my income!!
- Knowledge is what you know-wisdom is what you do with what you know!

PRO-Is the person who has all the hassles, obstacles and disappointing frustrations that others also have. Yet, continues to persist and does the job and makes it look easy!!

### II. TO INCREASE MY INCOME THE FASTEST, TO GO MILLION THE FASTEST, I MUST UNDERSTAND THE ART OF ASKING QUESTIONS. HOW TO CREATE A SERIES OF AUTOMATIC MARY KAY SET PURCHASE IMPULSES. REBOOKING IMPULSES AND RECRUITING APPOINTMENT IMPULSES BY SNAQ (SMILE/NOD/ASK/QUESTIONS).

- A. **1-3 PQPPFC** (One to Three Positive Questions Per Page of the Flip Chart) + using the 3 goals per class - - 85 second close with each guest at each class for the next 21 days.

*The secret of achieving every Mary Kay Management goal, every higher level of award performance is retail-driven, classes-driven, INVENTORY depletion, reordering to meet minimum production Requirements, ACHIEVE DYNAMIC wholesale production records with massive recruiting from your weekly classes business plan!!*

### III. THERE ARE 2 PRIMARY TYPES OF VERBAL COMMUNICATION.

1. Sentences=guests comprehend 30% or less. 60 minutes later remember 25% or 1 week later 10% or lower.
2. Yes Answer Questions=guests comprehend 85% or higher.  
(SNAQ) Smile/Nod/Ask/Questions (**1-3 PQPPFC**)