

The Mary Kay Product Survey

Here's another great idea for you to meet people. Make up 50 small gift bags that contain a TimeWise sample or a body care sample, a couple chocolate kisses or other small candies, your business card and a gift certificate for a complimentary facial.

Carry everywhere with you and as you meet women simply say, "Excuse me, I'm with Mary Kay Cosmetics, and I am taking a product knowledge survey. Just for participating, I have a small gift for you (show her gift bag). Would you be willing to help me out?" Hand her the pen and survey. When she is done, smile and thank her, and give her the bag. Explain what the sample is inside the bag, and invite her to visit your web-site to see all of our products. Hand out 10 of these each day. (If you work full-time, you may want to create a goal to hand out three before work (e.g. Starbucks), four over lunchtime and three on the way home to get your 10 out every day)

Call her two days later to thank her again for participating in the survey and to ask if she has had a chance to try the samples and what she thinks of them. If she marked that she has a consultant, say, "I see you have a Mary Kay consultant. You know, we're one big family around here -- I might know her! Who is it?" If she marked that she does NOT have a consultant, offer her the chance to get together and use her facial coupon from the bag. If she doesn't want to meet, ask her if she would like you to send her a catalog in the mail. You can also ask if she knows anyone who is "overworked and over-stressed" that could use a pampering session - you may get a referral.

If she is not home the first time you call, call again the next day (after leaving a message). If she is still not home, send her an e-mail, inviting her to visit your website and ask her to let you know what she thought of the samples. If no response, then toss her name. If you are handing out 10 bags a day, you should have no more than 30 names in your pile at all time - 10 from two days earlier (1st call), 10 that you need to call a second time and 10 that you need to e-mail.

Mary Kay Cosmetics Product Survey

Name _____

Address _____

Phone (H) _____ (W) _____ E-mail _____

1. Have you ever heard of Mary Kay Cosmetics? Yes No
2. Do you currently have a Mary Kay consultant? Yes No
3. Did you know that Mary Kay has been the #1 selling brand of skincare and color cosmetics in the U.S. since 1993? Yes No
4. What brand do you currently use on your face? _____
5. Which is most important to you? Skin Care Glamour
6. Circle which you use to take care of your complexion:
Soap Liquid Cleanser Mask Toner Moisturizer
7. Would you be willing to give me your opinion of Mary Kay Cosmetics at a free, no obligation pampering session? Yes No