

MARY KAY

LIPSTICK SURVEY



1. Did you try the lipstick sample?
2. Did you like the colour?
3. Was it moist enough?
4. Did it last well, compared to what you are currently using?
5. Is it a colour you would use if you had the full size tube?
6. How did you feel when I approached you:
 - a) Flattered because I approached you?
 - b) Concerned because you thought I was going to try and sell you something?
 - c) Happy to simply help me out?

To say thank you for giving me your opinion on our lipstick, I would like to offer you a complimentary Mary Kay beauty appointment and ask your opinion on our skin care range/cosmetics. It's free, you're under no obligation to purchase anything and it's lots of fun. What would suit you best, this week or next.....

After making the appointment ...

I am very happy to meet with you on your own, but I feel obliged to tell you that if you would like to share your appointment with two or three friends, the company allows me to give you some free product. So would you prefer to have your appointment on your own, or with free product?

If she loves the lipstick, you might like to offer her the lipstick free if she shares her appointment with three friends. Of course if her hostess credit works out to be more than \$24, give her the extra.

LIPSTICK SURVEY FOLLOW



UP

Name of Person Sampled	Didn't Try	Tried	Booked	Bought
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				
Total:				

LIPSTICK SURVEYS

Everywhere you go, have some lipstick samples stapled to the top corner of your business cards. Hand your card to every nice lady you come into contact with and say:

"Maybe you could help me. I am a consultant with Mary Kay Cosmetics and we're conducting a survey on our lipstick range. Is there any reason why you couldn't take this lipstick home with you, try it and then answer 6 questions about it?"

When she agrees, say:

"All you have to do is jot down your details here (hand her a pen and show her where to write her name and details) and I'll call you on (make it two days later) to ask you the questions. Thank you very much for helping."

I find it useful to have Suede, Mocha Freeze, Shell, Plum and Dusty Rose samples - but of course, use whatever you have. If you're likely to meet 'youngish' girls, Downtown Brown is good too! Let them choose the colour they think they would like best.

If someone says that they never use lipstick, you could ask for their details anyway and suggest that you send them a sample of our Timewise skin care. Naturally, you would contact them to ask their opinion on how it makes their skin feel.

Good Luck!

1. Did you see an immediate improvement in your skin? YES ___ NO ___
2. On a scale of 1 to 5, with 5 being the best, did you experience improved softness of your skin?
1 2 3 4 5
3. On a scale of 1 to 5, with 5 being the best, did you experience improved smoothness of your skin?
1 2 3 4 5
4. On a scale of 1 to 5, with 5 being the best, did you notice your pores appearing smaller?
1 2 3 4 5
5. Are you currently using Mary Kay's TimeWise skin care products?
YES ___ NO ___
6. What is your skin type? Dry ___ Normal ___ Combination ___ Oily ___
7. What is your age range? 18-25 ___ 26-35 ___ 36-45 ___ 46-55 ___ 56+ ___
8. Would you be interested in purchasing this product knowing that you would get 36 applications for \$55? YES ___ NO ___
9. Would you be interested in hearing more about a part-time Mary Kay career?
YES, I would! ___ Maybe, let's talk ___ No way ___

Ready to
FIGHT
FINE LINES?



Name: _____ Phone: _____

Cell phone: _____ Best Time to call : Day / Night

Address: _____ Zip _____

Email Address: _____

Your Beauty Consultant: _____

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Time Wise
Skin Care Survey

I can't wait for you to try these incredible TimeWise products to see how well they work for you. After you've tried them, please take a moment to answer all the questions below. Then return the card to me to receive a special bonus!

Name _____
Address _____
Phone Number _____

1. Which one statement best describes your skin care personality?
A. Age gracefully? No way. I'll fight it with the very best anti-aging products.
B. I love trying the latest. I'm always exploring the newest products in skin care.
C. For me, less is best. I want fewer products with minimal time requirements.
D. I have (dry/oily/blemish-prone) skin. I want products for my special needs.
2. How do you feel overall as compared to your true age?
A. 5-10 years younger than my real age.
B. 5-10 years older than my real age.
C. I feel my real age
3. On a scale of 1 to 5 (5 being excellent), rate the performance of the TimeWise 3-in-1 Cleanser. 1 2 3 4 5
4. On a scale of 1 to 5 (5 being excellent), rate the performance of the TimeWise Age-Fighting Moisturizer. 1 2 3 4 5
5. Which would be most important to you:
The time savings in getting the benefits of cleansing, exfoliating, toning and moisturizing in two quick easy steps?

Or the visible benefits of softer, firmer, younger looking skin?

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I can't wait for you to try these incredible TimeWise® skin care products to see how well they work for you. After you've tried them, please take a moment to answer the questions below. Mark your answers by filling in the correct box in the answer column. Then return the card to me, your Independent Beauty Consultant.

CUSTOMER'S NAME			
ADDRESS	CITY	STATE	ZIP
PHONE NUMBER	E-MAIL ADDRESS		

- Which one statement best describes your skin care personality?
 a. "Age gracefully? No way. I'll fight it with the best visible anti-aging products."
 b. "I love trying the latest. I'm always exploring the newest products in skin care."
 c. "For me, less is best. I want fewer products that take a minimal amount of time."
 d. "I want a step-by-step program that meets the essentials for healthy-looking skin."
 e. "I have (dry/oily/blemish-prone) skin. I want products for my special needs."
- How do you feel overall as compared to your true age?
 a. 10 years younger than my real age
 b. 5 years younger than my real age
 c. 10 years older than my real age
 d. 5 years older than my real age
 e. I feel my real age
- On a scale of 1 to 5 (5 being excellent), rate the performance of TimeWise® 3-in-1 Cleanser. 1. 2. 3. 4. 5.
- On a scale of 1 to 5 (5 being excellent), rate the performance of TimeWise® Age-Fighting Moisturizer. 1. 2. 3. 4. 5.
- Are you interested in purchasing the TimeWise® products you've tried?
 a. Yes b. No

Consultant Name	Consultant Number
-----------------	-------------------

Name:
Ph:



Age:
[] 18-24 [] 25-30
[] 31-40 [] 41-50
[] 51-60 [] 60+

Marital Status:

[] married
[] divorced
[] widowed
[] single

Have you tried Mary Kay before?

[] yes [] no
If so when?

What is your favourite MK product?

What brand[s] of skincare do you use daily? _____

What do you value most in your life?

Occupation: _____

What would you change about your life or current situation? _____

Would an extra \$150-\$300 a week for 4-5hrs work be great?
[] yes [] no

What would you do with the extra income? _____

Name:
Ph:



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