Booking with Lipstick Samplers

"Excuse me, but I couldn't help but notice: how nice you look, or that you enjoy taking care of yourself, or how professional you look." (whatever made her stand out to you). Or, simply "How would you like to do something kind of fun. I'm doing a lipstick survery for Mary Kay Cosmetics and I'd like to know if you would try this sample and let me call you tomorrow and ask you some questions?" If she says yes, thank her for her time and get her name, phone # and best time to call her. **Telephone Script:** "Hi, this is _____ with Mary Kay. We met yesterday at _____. Do you have a minute for me to ask you some questions?" (Chat for a few minutes first).

Lipstick Survey

1. What did you like most about the sample?
   a. Appearance of your lips
   b. Long lasting quality of the color.
   c. Hue and intensity of the color.
2. Did it feel:
   a. Too moist
   b. Too dry
   c. Just right
3. Did it last
   a. Less than 1 hour
   b. 1-2 hours
   c. More than 2 hours
4. Has anyone ever given you a Mary Kay sample before?
   Yes_____No_____
5. When I asked you to participate in the survey, how did you feel?
   a. That it sould be fun to try a new lip color
   b. Anxious b/c I might pressure you into buying something you did not want
   c. Neutral. You just wanted to help.
6. Would you use the full size of lip color, if you had it?
   Yes_____No_____
7. What do you think when you hear the words Mary Kay Cosmetics?
   a. Skin Care Program
   b. Glamour
   c. Nail Care
   d. Body Care
   e. Hair Care

"If I offered you that or another lipstick at 50% off, is there any reason why you wouldn't be willing to meet with me and let me treat you to a complimentary facial where you could give me your opinion of the rest of the Mary Kay Collection?"

This guarantees you finding New Clients <u>and</u> Friends, building <u>your</u> business & making more money!!

LIPSTICK SAMPLE SURVEY FOLLOWUP!

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.				