

# LIPSTICK SURVEY

*Staple a Lipstick bubble to your business card. On the information side of your business card write down the color of lipstick on that card. Be sure and staple it so that it can be opened without removing it from the card. Put a bunch in your pocket and head out the door.*

*When you see someone who obviously takes care of herself, say:*

*“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 stand out to you. I am doing a lipstick survey 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 number and the best time to call her.*

*When you call her, say:*

*“Hi, this is (Consultant’s name) with Mary Kay; remember we met yesterday? Do you have a minute for me to ask you some questions?”*

- 1. Did you try the lipstick?*
- 2. Did you like the color?*
- 3. Was it moist enough?*
- 4. How long did the color last?*
- 5. Would you use it if you had the full- size container?*
- 6. When I approached you, were you:
  - A. Flattered that I selected you to help?*
  - B. Anxious because you thought I was going to try and sell you something?*
  - C. Did you just want to help me?**
- 7. Would you give me your honest opinion of Mary Kay’s Skin Care products if I treated you to a free makeover?*

*If “YES”, “Is the beginning of the week or the end of the week better for you? I want you to have the full- size lipstick as my special gift.”*

*If “NO”, “Thank you for your time. If you change your mind, you have my card. I would love to treat you.”*