

# Warm Chatter - Marketing Survey

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by GLORIA MAYFIELD-BANKS

- **STEP ONE:** Order TimeWise sample packets.
- **STEP TWO:** Put 10 of them in your purse! Each day!
- **STEP THREE:** Talk to at least ten women each day. Say:  
"(As you know) I am with Mary Kay Cosmetics and we have a brand new skin care system on the market. (PUT THE SAMPLE PACKET IN HER HANDS AT THIS POINT.) I need to get the opinion of 50 people this week on this product. All you need to do is take this sample home, try ½ tonight and the other half in the morning. I'll call you tomorrow and ask you a couple of questions about the product."

(TAKE A NOTEBOOK WITH ONE NAME, PHONE # AND E-MAIL ADDRESS ON IT, PER LINE.)  
Say, "What is your name? And a number where I can reach you tomorrow? What is a good time to call? Great, I know you're probably a busy person, so may I have your e-mail address in case I have trouble getting you at that time? Thank you so much and I can't wait to hear what you think of it."

- **STEP FOUR! MOST IMPORTANT STEP!! FOLLOW UP!!!!**  
Use this script WORD FOR WORD:  
"\_\_\_\_\_, this is \_\_\_\_\_ and we met yesterday. Thank you so much for taking part in our marketing survey. I appreciate you taking time out of your busy schedule to try our products and give us an honest opinion of them. I won't keep you but a second. I'd like to ask you some quick questions and I'll fill out the questionnaire for you over the phone."
  1. Did you find the products enjoyable? \_\_\_\_\_yes \_\_\_\_\_no
  2. What brand of skin care do you use daily?
  3. Would you rate how your skin felt after you used the Mary Kay TimeWise System as: \_\_\_\_\_soft and smooth \_\_\_\_\_refreshed \_\_\_\_\_no difference
  4. How much would you expect a four-month supply of a quality skin care system to cost?  
\_\_\_\_\_ \$50 to \$75 \_\_\_\_\_ \$75 to \$100 \_\_\_\_\_ \$100 or more
  5. If you knew that the system you tried starts at \$52 and comes in a four-month supply including the cost of foundation, would this be a system you would like to have on your shelf at home? \_\_\_yes \_\_\_noGreat \_\_\_\_\_, I am currently qualifying for \_\_\_\_\_ (star consultant status, car, management) and I get to do makeovers on TEN people THIS WEEK. I'd love for you to be one of my ten and since you so generously participated in my survey, you would receive the TimeWise System for \$15.00 off: That would make it only \$37. It would take 20-30 minutes of your time and you'll get an updated makeover with the latest colors. Which would be better for you, during lunch or after work? (book the appointment)  
By the way, \_\_\_\_\_, because I need to do 10 faces, if you have a couple of friends to join us, you may choose a FREE lipstick! Does that sound like something you could do?

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May I put you on my Mailing List for monthly and quarterly Specials and New Product Brochures?

\*\*\*If she won't schedule a makeover or class, ask her if she would have four people try TimeWise and take outside orders at work. Give her the same discount for doing it.

Of course, have each person fill out a Marketing Survey ... at the appointment, if they book, when you drop off the TimeWise, or if they're going to do Outside Orders. Or, over the phone immediately if they're not going to do any of the above.

The KEY is to know what to say next, if there is a "no" to an appointment, then ask for outside orders; if "no" ask to be a model, if "no," ask her to fill out a Marketing Survey RIGHT NOW!

After two attempts at calling her, send her an e-mail. If she still doesn't respond, throw her number away and move on! Don't start a "collection;" you should never have more than 30 names in your stack at a time! 20 from the first two days and 10 from the current day! NUMBERS ARE THE KEY! Work them and you will be richly rewarded!

Sample packets of TimeWise cost about \$3.50 per day (10 per day). This is an approximate cost of \$.35 per sample/name. This is a warm lead because you have met her, made a good first impression, given her a gift, and will follow up immediately. (But if you aren't going to follow up, there is no point in doing the first steps.)

**WHEN YOU FOLLOW GLORIA'S ADVICE, YOU WILL TREAT YOURSELF TO PRIZES, MONEY AND A FUTURE FILLED WITH SURPRISES! LET'S PUT THESE IDEAS TO WORK TODAY!**