



# Mary Kay Survey

As your MK Beauty Consultant I want to meet all your Beauty Needs and Expectations. I want you to have the BEST Mary Kay Experience possible. My hope is that you Fall in LOVE with our fabulous products.

**My Mission is to be the Best Beauty Consultant Ever....I want to SERVE YOU in the Best way possible...even if you are only a Mascara user :)**

Name: \_\_\_\_\_

1. What's the #1 Best Customer SERVICE experience you've ever had

\_\_\_\_\_

\_\_\_\_\_

2. What do you expect from a service provider?

\_\_\_\_\_

\_\_\_\_\_

3. Do you use Social Media Facebook \_\_\_ Instagram \_\_\_

4. Family: Do you have kids, pets, are you married? What's their names

5. Where's your Dream Vacation Destination?

6. Please circle all products you currently use. Please list any products that you personally use that's not listed.

Cleanser

Moisturizer

Eye Cream

Microdermabrasion

Eye makeup Remover

Extra products for oily or dry skin

Lip Products for dry lips

Cleansing Brush for face

Foundation Primer

Foundation: Cream, Liquid or Mineral Powder

Translucent Powder

Concealer

Eye shadow Primer

Eye shadows: cream or powder

Mascara

Eye liner

Blush

Brush Set

Foundation Brush

Contouring products

Highlighting products

Brow liners or powders

## Model Makeover Script

Insert person's name you're calling Hi this is Your name, Do you have a Minute? I'm so excited! I'm working on a project for my Business. I'm working on a Model portfolio and I need someone with Blonde hair to be my Model this week...**Is there any reason why** you could not help me out with this project? I'll have a **\$10 Mary Kay Gift Certificate** for you just for helping me out! **You're under no obligation to buy.**

Which day would be good for you (give choice of the days you're working)

**(Then after you book her say.....How many faces could you help me out with.....they are under no obligation to buy.**

I'll give you a \$10 gift certificate for Each person you can share me with that doesn't have a Mary Kay consultant (up to 4 guests)

**This will be her Hostess Credit!**

## Practice Interview Script

Hey, Insert person's name you're calling this is Your name, Do you have a Minute? I'm so excited! I'm working on getting a promotion in my MK Business, but before I can move up. I have to get 10 different women to listen to how we make money in Mary Kay. It may or may not be anything you would ever consider and that is fine...I just have to practice. Just for listening I'll give you \$10 in Mary Kay Products. I really want and need this promotion. Is there any reason why you can't help me out.

### Attn: Consultant:

- you may give \$10 in free Mary Kay or one 1/2 price (your choice)
- Your promotion could be: earning a CAR or becoming a Director  
To earn a Car you need 14 recruits  
To be a Director you need 24 recruits

## Model Script for meeting

Insert person's name you're \_\_\_\_\_ calling Hi, this is Your name, Do you have a Minute? I'm so excited! We are learning all about \_\_\_\_\_ products that we have just got in Monday night I have to bring a model to practice on ...is there any reason why you couldn't be my model? Just for being my model I will give you \$10 in Free Mary Kay. Is there any reason why you couldn't help with my goal.

Attn: Consultants:

We are learning about Insert whatever we are training on that night

## Model Script —asking for their opinion

\_\_\_\_\_ Hi this is \_\_\_\_\_ Do you have a Minute? I'm so excited! I'm working on a Promotion in my Mary Kay business and I need your help. I need 10 different women's opinion this week of my Timewise 3D Miracle set (you could you Microdermabrasion)...My Director told me to call the 10 women I knew I could count on and you were one of the 1st women I thought of. All I need is to get together with you and do a facial with my skincare and foundation and get your opinion... I'll have a \$10 gift certificate for you just for giving me your opinion! You're under no obligation to buy, but you'll have \$10 to spend! Is there any reason why you could not help me out in getting my promotion?

### Note:

When she says **yes**...then say... I need to be in front of 10 women this week to get their opinion of my products ...how many friends could you share your appointment with? I would be willing to give you \$10 per face for each friend you would invite to your appointment

Consultants: This would be your Hostess credit.

If she says **"No"** ...Ask for Referrals script:

Referral script:

who do you know that deserves to be pampered? Any referrals that you give I'll pamper them and give a \$10 gift certificate as a gift from you (with No obligation for them to purchase). Wouldn't you love to brighten someone's day and let them know that you're thinking of them

At the Closing of your Class in your private one on one Consultation

Give each person The \$10 Mary Kay Bucks (to be used at her check up appointment)



# Achieve the National Court of Sales

## With Just 40 Rock Solid Customers

Sugg. Retail: \$1007.00  
Wholesale: \$506350

## Purchasing these 26 products

Your Goal is to turn your Customer Base into a Rock Solid Business of Reordering Customers. If you focus on Sampling these 26 items with your current and New Customers that's \$40,000 retail . How do you do that? Great Customer Service and great Follow up!!!

Quantity	Product	Sugg. Retail	Total
2	Mary Kay® Precision Brow Liner: Brunette	\$14.00	\$28.00
3	TimeWise® Matte 3D Foundation Beige N 150	\$25.00	\$75.00
2	Mary Kay Chromafusion™ Eye Shadow - Hot Fudge	\$8.00	\$16.00
2	Mary Kay Chromafusion™ Eye Shadow - Dusty Rose	\$8.00	\$16.00
2	Mary Kay Chromafusion™ Eye Shadow - Sweet Plum	\$8.00	\$16.00
2	Mary Kay Chromafusion™ Blush - Desert Rose	\$14.00	\$28.00
1	Mary Kay Perfect Palette® (unfilled)	\$18.00	\$18.00
1	Light Beam	\$14.00	\$14.00
3	Mary Kay® Oil-Free Eye Makeup Remover	\$17.00	\$51.00
1	White Tea & Citrus Satin Lips® Set (Includes Shea Sugar Scrub, Shea Butter Balm and free cello gift bag) (Items are not intended for individual resale)	\$22.00	\$22.00
1	Mary Kay® Oil-Free Hydrating Gel (Normal/Oily)	\$32.00	\$32.00
2	Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15	\$20.00	\$40.00
2	Mary Kay® Perfecting Concealer: Deep Ivory	\$16.00	\$32.00
2	Mary Kay® Mineral Powder Foundation: Beige 1	\$20.00	\$40.00
1	Mary Kay® Translucent Loose Powder	\$16.00	\$16.00
1	Mary Kay® Essential Brush Collection	\$55.00	\$55.00
1	Mary Kay® Liquid Foundation Brush	\$14.00	\$14.00
1	Mary Kay® Powder Foundation Brush	\$14.00	\$14.00
1	Mary Kay® Cream Color Brush	\$12.00	\$12.00
1	Mary Kay® Eye Primer	\$12.00	\$12.00
2	Mary Kay® Eyeliner: MK Deep Brown	\$12.00	\$24.00
4	Lash Intensity™ Mascara: Black	\$18.00	\$72.00
1	Mary Kay® Lip Liner: Medium Nude	\$12.00	\$12.00
1	Mary Kay® Gel Semi-Matte Lipstick: Always Apricot	\$18.00	\$18.00
2	TimeWise® Microdermabrasion Plus Set (Includes TimeWise® Microdermabrasion Refine and TimeWise® Pore Minimizer)	\$55.00	\$110.00
2	TimeWise® Miracle Set 3D™ (Normal/Dry)	\$110.00	\$220.00



**Mary Kay Cash**



FEDERAL RESERVE NOTE  
THE UNITED STATES OF AMERICA  
10  
TEN DOLLARS

**\$10 off** your next purchase of \$50 or more.  
Offer starts: \_\_\_\_\_ expires \_\_\_\_\_  
Redeemable with \_\_\_\_\_

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# Courtesy Call Sheet

Picture of Customer

Customer Name: \_\_\_\_\_

Date of 1<sup>st</sup> Sell \_\_\_\_\_

Can She be called at Work: Yes or No

When is the Best time to be called \_\_\_\_\_

Date of 1st Follow up Call \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_

Next Call Date \_\_\_\_\_



## Courtesy Calls

At the beginning of every class always tell them that you will be making courtesy calls every 4 , 6, 8, weeks .....Ask them how often they would like to be called...have them write it on their profile card.....tell them this is what you will say when you call & if they don't need anything at that time ...that will be ok you'll call them again in a couple of weeks or whenever they want you to! Tell them it is just a courtesy call! You just want to be the best consultant you can be!

Also ask them can they receive calls at work?

### THE NEXT DAY AFTER THE CLASS.....DO FOLLOW UP CALLS

Just to make sure everyone liked and knows how to use everything they got and maybe book a class with them!

Call:

Hi this is \_\_\_\_\_, the Mary Kay Consultant from last night...Do you have a minute? I was just checking to make sure you .....

- 1) remember how to use everything you got last night-any questions?
- 2) Was there anything that you may have forgot to get last night that you need?
- 3) Was there anything you loved last night but did not get?....I'll give you that if you would share me with just 4 of your friends...because I'm trying to build my business and I need to meet some new people
- 4) Just need to verify your Courtesy Call : Look on profile card How often she would like to be called...every 4, 6, 8 weeks

Now make a file on her and put her in your call back file.