

Lip Gloss Survey Dialogue

Staple or tape 1 or 2 lip gloss samples to your business card or the lipstick postcard:

What to say: “Are you wearing Mary Kay? Will you try our new lip gloss and give me your opinion? If you decide to purchase any, all the profits go to the Mary Kay Ash Charitable Foundation” for Cancer Research and Domestic Violence!

OR

“I am a consultant with Mary Kay & we recently launched a new, more moisturizing lip gloss. Would you be willing to try it for me & give me your opinion?”

If says yes...

“Great! Here is a color I think you might like. Just jot down your name & phone number and I’ll be sure to call you in a day or two to find out what you think. Thank you so much for your help.”

When you call...

“Hi! This is _____ with Mary Kay Cosmetics. I met you at _____ yesterday. Did you get a chance to try our new lip gloss?”

If yes...

“Great! Is now a good time for me to ask you a few questions about it?”

- 1.) Did you like it?
- 2.) Approximately how long did it last?
- 3.) Do you normally wear lipstick?
- 4.) Did you find it to be moisturizing?
- 5.) When I approached you were you...
 - a. Anxious because you thought I was going to try to sell you something?
 - b. Flattered that I chose you?
 - c. Or did you just want to help me?

“I really appreciate your time and help! As a Thank You , I’d like to pamper you with a free facial & give you a lipstick of your choice at half price. How does that sound to you?”

If she declines the facial, ask her if she wants to be on your mailing list.

If she hasn’t tried it yet, arrange a time to call her back in a day.

* Remember this is a numbers game. Not all will book but some will! Kindly thank those who say no and **DO NOT TAKE IT PERSONALLY!**

Get 7 New Lip Gloss Testers a Week

Name _____ Phone _____ Date Called _____

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