

Consultant Name _____

Date _____

What Women Want Marketing Survey

Name _____

Best phone # to reach you: _____

Best time of day to reach you: _____

Your e-mail address: _____

I WANT TO GET TO KNOW YOU BETTER

1. Tell me a little bit about yourself. (Where do you see yourself 5 years from now?)

Married _____ Kids (# & Ages) _____ Occupation _____ Best? _____ Least? _____

2. What Personality Style Characteristics would you say best describe you (indicate 1st and 2nd choices)

D	I	S	C
Results Oriented	People Oriented	Family Oriented	Detail Oriented
Direct & to the Point	Enthusiastic, Love to Talk	Loyal, Slow to Change	Perfectionist, Analytical
Willing to take Risks & Enjoys being the Boss	Enjoys Recognition, Motivation & Fun	Security Minded & Enjoys Close relationships	Likes to be Organized, & is a Logical Thinker

3. If you were ever to become a Consultant, what would you like to get out of this business?

4. What would be your biggest hesitation from giving this opportunity a try?

5. If I only had 5 minutes, what do you feel you would need to know to make a decision?

SHARE THE FACTS IN YOUR RECRUIT NOTEBOOK

6. Share with you Top 6 Reasons Women Get Involved with Mary Kay: (which 2 would interest you most?)

7. Hypothetically, if you were to become a Consultant, How many appointments. would you want to hold a week? (show projected income from Classes & Reorders)

8. Would (\$11,000) extra a year make a difference? How would it make a difference?

HOW DO YOU GET STARTED

9. Every Consultant starts off with a Starter Kit (Show & Explain Value of Contents)

10. After everything I've shared with you today, is there any questions you have about "How" the money is made or anything else that I didn't cover that you thought of?

11. Is there any reason Why you wouldn't want to fill out your Agreement and Order your Starter Kit today?

(If anything but "Sign me up" then say)

12. After everything you heard today, what appeals to you most about the MK opportunity?

13. What is your biggest hesitation from giving it a try?

14. What is your interest level on a scale of 1-5 1=Never, 5=Sign me up! 1 2 3 4 5

15. What would it take to bring you to a 5?

(If she is interested & You want her - - set up follow up)

(If not - thank her for her time & ask for a referral)