

Changing Faces, Going Places

Mary Kay Skin Care Test Panel - Consultant Instructions

Use this guide when offering the Mary Kay "Go Kit" as part of our marketing research outreach. Follow each step carefully to ensure a professional and successful interaction!

Step-by-Step Conversation Guide:

1. Begin by offering a sincere compliment. This helps break the ice and starts the conversation on a positive note.
 - a. Example: "You have such beautiful skin!" or "I love your style!"
2. Inquire about current skin care product usage.
3. Politely ask if they currently use Mary Kay products.
4. Introduce the Test Panel Opportunity
5. Ask if they'd be open to trying a skin care system in exchange for feedback.
 - a. "Would you be willing to do a short test panel for one of our top skin care lines?"

What They Receive (Honor System Gift)

Participants will receive a FREE skin care system (valued at \$40 retail) on the honor system in exchange for completing a short survey after 5-7 days of use.

Kit Includes: TimeWise Repair™ Travel Set, Headband, Optional: Look Book & Candy. Survey (packaged in a tulle gift bag)

Follow-Up Process

1. Text the participant instructions for how to use the products.
2. Follow up in 5-7 days to ask survey questions and gather feedback.

Sample Script to Use

"Hi [Name]! I'm doing some marketing research for Mary Kay, the #1 Direct Selling Brand of skincare and color cosmetics in the world. I'm looking for [number] sharp women to try our skin care line for 5-7 days and then give me their honest opinion.

Is there any reason why you wouldn't accept this gift from me?"
