

## **“I would love your opinion!” for our What Women Want Marketing Survey**

Your name will be entered in a drawing to win a COACH handbag just for sharing your opinion!

### **Why do women start a Mary Kay business?**

1. **Money:** 50% commission on the products, which is the highest direct sales commission in the US and team building commissions along with a lot of perks!
2. **Recognition:** MK believes in praising women to success! Your achievements will be recognized & applauded! Whether with prizes or praise, it's great to be appreciated!
3. **Self confidence & personal growth:** Build confidence in a positive environment with a support system that encourages you! You're in business for yourself, not by yourself!
4. **Car:** Earn a free Chevy Malibu in less than a year working your business 10 hours a week! Directors can earn a Chevy Equinox, Toyota Camry or the prestigious pink Cadillac. 85% of car insurance, tax, title and license fees are paid for by Mary Kay!
5. **Advantages:** Flexibility, advance/promote yourself at your own pace & tax advantages.
6. **Beliefs:** Priorities of God first, family second and career third.

### **How do I get started?**

- The Starter Kit is only \$100 - includes \$300+ in product and \$200 in business aids as well as everything you need to begin training and holding appointments.
- We have the opportunity and privilege of carrying inventory, which is not required, but recommended.

### **Survey Questions**

1. What would you like more of in life right now (circle one)...fun & girlfriend time, money & perks, flexibility, OR making a difference to someone else?
2. From everything you heard today about the MK opportunity, what was most appealing?
3. There are 6 qualities we look for in women that make them successful in Mary Kay. Circle all the qualities you have...1.) Busy! 2.) NOT the sales type! 3.) Want to earn extra money! 4.) Don't know a lot of people! 5.) Family as a reason, not an excuse! 6.) “Right now women” who can make a decision!
4. If you could ask 2 questions about the Mary Kay opportunity, what would they be?
  - a.
  - b.
5. On a scale of 1 – 10, 1 = never, 10 = sign me up today, rate your interest level? No 5's! ☺
6. What would it take to get you to a 10?

Name \_\_\_\_\_ Phone # \_\_\_\_\_ Occupation \_\_\_\_\_

Consultant's Name \_\_\_\_\_