

A to Z of survey cards

1. How to get one filled out

Print them on cardstock so that the person doesn't have to lay them on something to fill them out. Have a pen handy. IMPORTANT: Look for happy, well-groomed people who are alone and have a wedding ring on.

Don't stalk them. Make up your mind as soon as you see them and say, "Excuse me, can I ask you a little favor? Will you fill out a 10 second Mary Kay survey for me?"

Extend the card as you say this so that they can see how small it is.

Look to see if they circled yes. If so, say, "Thank you _____." I am (your name)." Shake hands. "I will call you in a day or two to schedule that appt. Give her the gift and say, bye!"

2. How to call

"Hi, _____ this is _____ with Mary Kay. We met at _____ a little while ago. I am calling to schedule your appt. so that you can pick out your free products. Do you think this week would work, or is next week better?"

Set the day and time and then say, "If you want to bring a friend or two with you, I will have a gift ready for you. You can let me know when I call to confirm the night before, okay?"