



TEST MARKET SCRIPT

"Hi _____, this is _____. Just spoke with Susie Smith and Susie said you right be able to help us! I work with Cosmetics, and we're traveling all over the country....we just got back from Charlotte, NC & Dayton, OH. We're doing Test Markets...we're very excited - the company is doing a Test Market in the _____ area! A Test Market is simply where we bring in the new products....we get people who live in that specific area to test them, and on a scale of 1 - 10...you rate the products. Some of these are new....some don't even hit the market until next week! (We have new Bath/Body, Lipsticks, Lip Glosses, Foot & Leg Treatment, Lip Treatment, Hand Treatment, etc.)

It's a lot of fun, it's quick...and here's the best part....just for testing the new products, you get to shop at ½ price that day! It's a way to say thank you for helping us out! We'll be in the area on (date).

Another thing....you may know people....we're especially looking for sharp Mother/Daughters - gals 14 and up...because we have a new Teen Line coming out. The Mother/Daughter Test Market is great....we get 2 different age groups at one time!

Who do you know that has a teenager or daughter in their 20's? Do you know anyone that always looks good & would be great for the Test Market?"

Get names/#'s... keep following through...keep the chain going!

(Note: if they can't make it on the date scheduled.....schedule them for their own personal test market - they would need just 2 friends present to get the 50% discount...you'll have bookings galore!)



-----TEST MARKET SURVEY SHEET-----

MARY KAY TEST MARKET

City/State: _____

Age Group: [] Under 25 [] 26 - 49 [] Over 50

| Products Tested | Rate product on a Scale of 1-10 (10 being the best) |
|-----------------|--|
|-----------------|--|

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Other Comments: _____
