

# Marketing Plan Evaluation Sheet

Name: \_\_\_\_\_ Current Occupation: \_\_\_\_\_  
 Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Daytime Phone #: \_\_\_\_\_ Evening Phone #: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Consultant's Name: \_\_\_\_\_  
 Spouse Name: \_\_\_\_\_ # of Children: \_\_\_\_\_

- |  |     |    |
|--|-----|----|
| 1. Do you feel that you currently have the career of a lifetime?             | Yes | No |
| 2. Do you have all the flexibility in the world?                             | Yes | No |
| 3. Are you being paid what you're worth:                                     | Yes | No |
| 4. Do you have absolute control over your career advancements or promotions? | Yes | No |

## We Want to hear your feedback...

1. What portion of the DVD did you relate to the most? \_\_\_\_\_  
 \_\_\_\_\_
2. Which company information fact impressed you the most? \_\_\_\_\_  
 \_\_\_\_\_

3. Please choose the one column that best describes you. Indicate by circling "A" for that column. Please choose the next column that you say would describe you. Indicate by circling "B": for that column.

A B	A B	A B	A B
>Results Orientated >Quick Decisions >Direct Style >Achievement Motivated  <b>Values in the Workplace:</b> <ul style="list-style-type: none"> <li>• Time &amp; Effectiveness</li> <li>• Fast Worker</li> <li>• Power Influence</li> </ul> <b>Desires:</b> Management & Money	>People Orientated >Intuitive Decisions >Motivational Style >Recognition Motivated  <b>Values in the Workplace:</b> <ul style="list-style-type: none"> <li>• People &amp; Relationships</li> <li>• Enthusiastic Worker</li> <li>• Inspirational Influence</li> </ul> <b>Desires:</b> Praise & Prizes	>Family Orientated >Slow Paced Decisions >Team Playing Style >Security Motivated  <b>Values in the Workplace:</b> <ul style="list-style-type: none"> <li>• Guidelines &amp; Structure</li> <li>• Consistent/Steady Worker</li> <li>• Loyal Influence</li> </ul> <b>Desires:</b> Security & Benefits	>Detailed Oriented >Analytical Decisions >Perfection List Style >Service Motivated  <b>Values in the Workplace:</b> <ul style="list-style-type: none"> <li>• Organization &amp; Excellence</li> <li>• Thorough/Precise Worker</li> <li>• Crucial Thinking Influence</li> </ul> <b>Desires:</b> Flawless Performance

## Your Mary Kay Business

Which of the following results of a Mary Kay Business would benefit your family the most?

(\*Check all that apply)

- |                                |                                 |                    |
|--------------------------------|---------------------------------|--------------------|
| _____ Children through college | _____ Pay myself what I'm worth | _____ Career Car   |
| _____ Higher self-esteem       | _____ Greater self-confidence   | _____ New Career   |
| _____ Products at cost         | _____ Tax savings               | _____ Extra Income |
|                                | _____ Positive friends & fun    |                    |

On an interest level 1-10 (10 being the highest) what is your current interest in a Mary Kay Career?

1 2 3 4 5 6 7 8 9 10

Thank you for your time! Who do you know that would benefit from earning extra income?

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_