

FOCUS GROUP SCRIPT!!!!

Hey _____! This is Tina with MARY KAY! How are you? Do you have a quick second? AWESOME! Well Listen I am SO stinkin excited because I just got back from Dallas Texas at our MARY KAY seminar and I have been asked by MARY KAY CORPORATE to hold 10 focus groups this month on our new (eyeshadows, products, limited edition, etc)(whatever excites you)!! I get to choose the women and they need to be sharp and willing to be compensated for their time in free product. As soon as I heard this I thought of how awesome you are (and sincere compliment) and I thought I bet she would love to be in my focus group!! Doesnt this sound like fun? (pause for response)

Well I am holding my focus groups on Mondays and Wednesdays this month, which works better for you typically?

Knowing that you will be compensated for your time would you prefer to have me pick a goody bag of hot new products for you or would you rather have a gift certificate so that you may choose for yourself?

I know that you probably have one or two friends that are almost as sharp as you that would be willing to join us and give their opinion yes?

(Get guest list! and book it!!)