

## Sample Friday

You will need:

1. You, looking your sharpest (Mary Kay professional)
2. A clipboard
3. A cute pen
4. The sample Friday survey
5. Samples

Go around your local shopping areas or businesses or parks or anywhere there are women. Choose a sharp looking woman and say:

“Hi. Today is sample Friday (or whatever day); here’s a sample. I am looking for 30 women’s opinions on product. Feel free to take this home and try it out. Go ahead and put your name and number here and I will call you to get your opinion. (While she is filling it out) And, the best part is that one lucky participant will win a great gift certificate.”

### Booking Script

Hi \_\_\_\_\_ this is \_\_\_\_\_. I met you the other day at \_\_\_\_\_ during sample Friday, did I catch you with just a minute? Have you had a chance to try out that sample yet? Great! On a scale of 1-5, how would you rate this product against similar products? Great!. \_\_\_\_\_, thank you so much for participating in my survey. Now, remember that I told you one of my participants was going to win a great gift certificate? Well, believe it or not, you were my winner! (pause for excitement.) Congratulations, you won a microderm treatment and gift certificate (no pause). All we need to do is find a time that works for both of us (no pause). What usually works best for you, daytime or evening? Great, I hold my daytime/evening appointments on \_\_\_mondays\_\_\_ and \_\_\_wednesdays\_\_\_, which one is usually better for you? Great. Let me take a look at when my next \_\_\_wednesday availability is. It looks like I have an opening on \_\_\_wenesday the \_\_\_ at either \_\_\_6\_\_\_ or \_\_\_7\_\_\_. Which one would you prefer? Great, I’ll pencil you in.

Now \_\_\_\_\_, I need to let you know that because you were the winner, you are allowed to bring up to three friends with you. They will also get a free microderm treatment, but only you get the gift certificate. Was there anyone you were thinking of inviting? Great, if you could just make sure to call me at least 24 hours before and let me know how many girls you’ll be bringing, then I can make sure to set up enough for you all.

O.k., do you have a piece of paper because I want to give you some information on your appointment. (pause) We have you scheduled for \_Wednesday the 24th\_ at \_\_\_6p.m.\_\_\_, and the address is \_\_\_\_\_ (give quick directions). The appointment will take about 40 minutes if you are by yourself and about an hour and a half if you bring friends so make sure to schedule enough time in your date book o.k. Now, can I ask one more favor from you? Great. I have you penciled in my date book so that means I am going to be there rain or shine. Could you make sure that if you need to reschedule for any reason that you let me know with at least 48 hours notice so I can fill that spot? Awesome, thank you so much.

So I have you scheduled for \_\_\_\_\_ at \_\_\_\_\_. Did you have any questions I haven’t answered? All right, then I will see you \_\_\_\_\_ day at \_\_\_\_\_. Have a great day!

# Sample Friday

Name	Phone Number	Good time to call	Sample taken	Notes
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				