

# Marketing Plan Evaluation Sheet

Name: \_\_\_\_\_ Current Occupation: \_\_\_\_\_  
 Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Daytime Phone #: \_\_\_\_\_ Evening Phone#: \_\_\_\_\_  
 E-mail 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 Allison's story did you relate to the most?

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2. Which company information fact impressed you the most?

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3. Please choose the one column that best describes you. Circle A for that column.  
 Please choose the next column that you say would describe you. Circle B for that column.

A B	A B	A B	A B
⇒ Results Orientated ⇒ Quick Decisions ⇒ Direct Style ⇒ Achievement Motivated	⇒ People Orientated ⇒ Intuitive Decisions ⇒ Motivational Style ⇒ Recognition Motivated	⇒ Family Orientated ⇒ Slow Paced Decisions ⇒ Team Playing Style ⇒ Security Motivated	⇒ Detailed Orientated ⇒ Analytical Decisions ⇒ Perfection List Style ⇒ Service Motivated
<u>Values in the Workplace:</u> • Time & Effectiveness • Fast Worker • Power Influence	<u>Values in the Workplace:</u> • People & Relationships • Enthusiastic Worker • Inspirational Influence	<u>Values in the Workplace:</u> • Guidelines & Structure • Consistent/Steady Worker • Loyal Influence	<u>Values in the Workplace:</u> • Organization & Excellence • Thorough/Precise Worker • Crucial Thinking Influence
<u>Desires:</u> Management & Money	<u>Desires:</u> Praise & Prizes	<u>Desires:</u> Security & Benefits	<u>Desires:</u> 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 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 #: \_\_\_\_\_