

Timewise Repair Focus Group

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I have been holding TimeWise REPAIR Focus Group sessions with my BEST customers who are/are soon to be in the target profile range. These are faithful customers who have been purchasing \$600-\$1000 a year from me—mostly in skin care and supplements.

I am introducing them to the product and my PURPOSE is mainly to GET NEW BOOKINGS. I set up 2 times for my FOCUS GROUPS SESSIONS and invited them to be one of the FIRST to give their feedback on the NEW TimeWise REPAIR system. One session was a Saturday afternoon, the other was a Wednesday evening. I promised that the session would only last 45 minutes to an hour and they would receive a "swag bag" and a sample to take home as a THANK YOU for their feedback. I had 3 at the Saturday session and 10 at the Wednesday night session.

Here is how I prepared:

- Put together sample bags with the TWR sampler, an insert of the TimeWise Repair Sampler Fact Sheet and TimeWise Repair Facial in a Bag (found at www.jano.biz - password pink—look under Sales Ideas), and packaged it in a cellophane literature bag with some chocolates.
- Put together "Swag Bags" - a gift bag with discontinued section 1 and section 2 goodies—all the bags were filled a little bit differently.
- Printed several TW Repair PLACEMATS on card stock AND the Regimen Advisor on card stock and placed them in Sheet protectors. (both found on Product Central)
- Printed the **TimeWise Repair Volu-Firm Regimen** (feedback sheet) front and back with **Mary Kay Supplements I am Using**.
- Had some cookies, strawberries, and bottled water ready for my guests
- Placed my demo set on a crystal cake pedestal, made a gorgeous display table

Here is my agenda:

- Show the TimeWise Repair "Product Commercial" found on Product Central
- Show the first half of the "Skin Wellness: Science Behind Skin Aging" video found on Product Central. I stopped AFTER she talked about Retinol.
- Talked through the PLACEMAT and the Regimen Advisor—to show how I will be recommending which product line based on age range. I particularly focused on all the additional supplements needed as you move towards 50.
- I had them fill out the Mary Kay Supplements I am Using.
- I had them TRY each step of the TimeWise Repair regimen, (either on the back of the hand OR the face) and write down how they would describe the product, along with their check-mark of "Like It, Love It, Gotta Have It". I also got verbal feedback as we were going along. I told them the \$199 price as a set—a savings of \$36.
- I played "Let's make a Deal" to get BOOKINGS. I asked them who would like to get their first set at HALF OFF? "Mary Kay has challenged us to accomplish 50 faces in 50 days and I would love to have YOUR help!! I KNOW you know 3 or more women who 1. Have SKIN 2. Have not met me yet 3. Do not currently have a Mary Kay Consultant 4. are 22 years of age and up. I only have 10 sets right now. You can take yours home TONIGHT (write a check or CC for half and another one for the other half dated for their appointment) when you schedule a Skin Care Class (or other theme) appointment with these 3 and more women by Sept. 13."
- I BOOKED with those who wanted it half off, and sold sets at full retail to those who didn't book.
- I directed EVERYONE to listen to my recorded marketing call to receive a free gift/go in the Coach Bag drawing.