

Script for Pre-Profiling Guests

Why should I pre-profile my skin care classes?

1. It encourages your Hostesses to get her guest list to you asap
2. You can build rapport with the guests that increases attendance
3. The guests are encouraged by your enthusiasm and professionalism
4. You are able to prepare for anyone's special skin care needs Allergies, Rosacea, Acne, extreme dryness, etc

Once you get the guest list from your Hostesses

1. Pre-profile your hostess
2. Tell her you will be calling her guests to do the same
3. Have her tell you something interesting about each guest
4. Call everyone on the guest list at least 2 - 7 days before the party
5. Encourage the Hostess to call each guest the day before the party

What to say

"Hi _____, this is (your name) and I'm the Mary Kay Consultant having the party with (Hostess name) on (date), did I catch you at an ok time? Great! (Hostess) told me (fill in her personal information) and I am really looking forward to meeting you! I am calling to get to know a little bit about your skin so I can be well-prepared for your interests and needs; is that ok with you? Great! First let me make sure I have your personal information correct..."

Confirm the spelling of her name, phone numbers, address, email, etc.

Then ask her questions 1 -4 on the Profile Card.

"OK _____, that's a great start. Is there anything else I should know about your skin before we meet?"

If she has any questions or concerns, write them down and assure her you will get the answers before the party. InTouch, MK Corporate, your recruiter and your Director are all great resources to find the answers.

"And one last thing, (Hostess) is earning free product based on how many guests she has at her party. So if you can't make it for any reason, will you promise to let us know as soon as possible so we can fill your spot? (pause) Thanks! She told me she could count on you!"

I am so excited to meet you in person... I know we are going to have a ball! Feel free to call me if you have any questions before our party on (day at xxx time). See you then!"