

PREPROFILING

It is essential that you preprofile, or pre-call your guests two to three days before your class.

The point of this call is to:

- let them know how important it is to the hostess that they be there.
- get them excited about coming by letting them know who you are and what products you have that will benefit HER.

"Hi _____, this is _____, (hostess)'s Mary Kay consultant. (say this slowly, so she can catch it.) Do you have a quick minute or did I catch you at a bad time?

(If the hostess told you something about her, you might refer to that, to build a relationship of trust and so she immediately knows you are a "real person!" i.e.

"Hostess tells me that you work at the hospital together. How long have you been a nurse?" If you hear a dog or a baby in the background, say something, like "Oh, I love dogs! What kind do you have?" or "How old is your baby"

_____ I'm calling because (hostess) said that she invited you to her skin care class on Wednesday and first, I wanted to let you know how excited (hostess) is that you will be there! Also, I'd like to ask you just 3 quick questions about your skin so I can prepare for our class, is that OK? (This is how you are asking whether she will be there or not – just assume she will be. If she says she can't come, you can offer her an appointment of her own – script below.) #1, _____, do you consider your skin to be normal, oily or dry? OK, #2, if you could change anything about your skin, what would it be? And #3, as far as glamour or make-up application is concerned, what are you most interested in learning?

(As you ask each question, respond to her responses by mentioning a product that would help her. i.e. "Your skin is oily? Oh my gosh, _____, you will be so excited. Mary Kay just came out with a skin care system just for women with oily skin.

You'll get to try it on Wednesday and tell me what you think!" or "You would like to change your pore size? WOW, Mary Kay just launched our Microdermabrasion system that visibly reduces pore size in just one use! I can't wait for you to try it on Wednesday!")

Well, _____, I can't wait to meet you on Wednesday! We will be getting started right at 7pm. I'll see you there!

IF SHE CAN'T COME...

"Oh, _____, I'm so sorry you won't be able to make it! We will miss you!

_____, I am always surveying the women I meet. Since I have you on the phone, do you mind if I ask you 3 quick questions about your skin? (go on to ask the

preprofiling questions and respond by mentioning products in our line that would be appropriate for her.) _____, it sounds like we have a few products that might benefit

you. Is there any reason why we couldn't get together in the next few days so I can show you what you missed, plus (hostess) will get credit for you scheduling your own appointment with me. What works better for you, weekdays or weekends?...

(Schedule her for her appointment and then say)

"Now, _____, if you'd like to have a couple of girlfriends with you when we get together on _____, that would be fine, but either way I am coming just for you!"