

Pre-Profile Script

Hi, _____, this is (your name) I'm a friend of (hostess) and I'm also the consultant teaching the skin care class she invited you to on (date) at (time)! (Hostess) is sooo excited for you to get the same awesome skin care consultation she did just a few days ago so I'm just givin' you a quick call to make sure you're still coming so we can reserve a seat just for you.

If she is coming say,

Okay great! I'm so excited to meet you! Now let me ask you a few questions about your skin so I'll products that are perfect for you to try at our session:

(Fill out a profile card with answers to the questions below)

1. Have you ever tried Mary Kay?
2. What are you currently using to wash your skin? What do you like about that product?
3. How would you describe your skin: dry, normal, combination, or oily?
4. What is your skin tone: ivory, beige, or bronze?
5. Is there anything you would like to learn more about or work on regarding your current skin condition?
6. The class will start at _____, will time be a problem? I've promised (hostess) not to take more than 2 hours so we'll be starting right on time.
7. I have also found that women enjoy their pampering much more without children and it allows us to begin and end on time, too. Will baby-sitting be a problem?

Okay great! Well I can't wait to meet you in person! (Hostess) has told me so many wonderful things about you. We are going to have a great time! Now, if for any reason you aren't able to attend b/c of an emergency, can I count on you to let either (hostess) or me know so we can slide someone into your reservation? Okay great! Thanks and I can't wait to meet you!

If she is not coming say,

"Oh well we are going to miss you! Would you mind if I gave you a little food for thought? Great! (Hostess) needs at least 5 people to attend to max out on her free product, so if you and I were able to get together later in the week, I would have a \$10 gift certificate for you and I would give (hostess) the credit. It only takes about an hour and we can do it at your convenience, I know _____ would appreciate your help and you will love the private consultation! Do you know of any reason why we can't get together for an hour either this week or next?"

If she does not want to get together, say:

"Okay, no worries! I completely understand. Would it be okay if I gave you my Mary Kay shopping website because (hostess) also gets credit when she collects outside orders, so you may find something on there fun for you or for a friend and you can help (hostess) max out on her free product that way, too! Okay great, (give website). You can find my contact information on there so if you need anything at all or have questions, please don't hesitate to let me know!"