

# 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 are there.
- to find out what their skin type is so you are better prepared for the class.
- get them excited about coming by letting them know who you are and what products you have that will benefit them.

"HI\_\_\_\_\_, this is \_\_\_\_\_, (hostess's name) Mary Kay consultant. (say this slowly, so she can catch it.) Do you have a couple of minutes?

(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 back ground, say something, like "Oh, I love dogs! What kind do you have?" or "How old is your baby"

\_\_\_\_\_ I'm calling because \_\_\_\_ (hostess name) has invited you to her skin care Party on \_\_\_\_ (day) at \_\_\_\_ (time) I wanted to let you know how excited \_\_\_\_ (hostess) is that you will be there! Also, I'd like to ask you just a few quick questions about your skin so I can prepare for the skin care 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. Have you ever experienced a Mary Kay facial? If so, how long ago and do you presently have a consultant that services you? What is her name? Great, you can come and try the new products and invest in a few products to help \_\_\_\_\_ (Hostess) and then your consultant will continue to service you.

2. \_\_\_\_\_, do you consider your skin to be dry, normal, oily or a combination of normal and oily? (If it is combination ask where she is dry, oily, and normal. She may only be oily on the nose and if you use combination/oily products it could dry out her face.)

\*\*\*If she sounds young ask her age.

3. What products do you currently use for skin care, such as cleanser and moisturizer? (If she says soap and water ask her what kind of soap. She may say she has dry skin but she is using Dial soap and no moisturizer. Or she could be using Dove or some other moisturizing bar. Ask if her cleanser and moisturizer is for oily or acne prone?

4. Do you have rosacea, eczema, psoriasis or severe acne problems? If so, are you under a dermatologists care and what has he/she put you on?

5. What concerns do you have about your skin?

What would you like to learn about skin care and color at the party?

(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!")

Name, on \_\_\_\_\_ (Day) you will experience an ultimate facial with a lips and hands treatment and a touch of color with our new mineral colors. There are no obligations except for one and that is to relax and enjoy yourself. \_\_\_\_\_ (Hostess) is getting free product just for you attending.

**Optional** To thank you for helping her I will have a small gift for you. Do you have any questions?

Well, \_\_\_\_\_, I can't wait to meet you on \_\_\_\_\_ (Day)! We will be getting started right at 7pm so if you could arrive 5 minutes early we can start on time. Do you need directions? (Get her email address to send directions or give them verbally over the phone.) 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 name) 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!"

You can also use the new profile online. Have them go to your website and fill it out. I still touch base with them and ask a few more questions. Such as, **"If I could teach you one thing about skin care and/or color cosmetics what would you want to know?"**