

Pre-Profiling

This helps to start building the relationship with the guest. Print off the Full Circle Party sheet to document all the details of your party. Pre-profiling your appointment will make it go smoother and quicker. This has proven to be very effective.

QUESTIONS TO USE WHEN PRE-PROFILING

Hi ____! This is ____ with Mary Kay. I'm the consultant for ____'s Beauty Session on ____!
I have a few quick questions so that I'm prepared for the party. Do you have a quick minute?

1. Do you currently use Mary Kay or any kind of skin care routine?

**If she does use Mary Kay products, be sure to ask if she has a consultant. If YES, ask what her name is and if she's on her mailing list. You want to be sure that she is actually being serviced. Explain how we don't take business away from other consultants, but that it is understood that anything she wants to purchase that night will help the hostess out with her credit. After that, you will not pursue her as a customer or add her to your mailing list, but, that she is welcome to keep your name and number in case for some reason her consultant no longer sells.

2. What type of skin do you have... dry, normal or oily?

3. If you could change one thing about your skin, what would it be?

4. Do you consider yourself fair, medium or dark complected?

SEND THIS TEXT TO GUESTS AFTER THEY'VE BEEN PRE-PROFILED:

"Thank you for taking time to answer my questions so I can be prepared for the Beauty Session! I am looking forward to meeting you at _____'s house on _____ (Date/Time). Here is my website address 'www.marykay.com/_____' in case you want to take a sneak peek!"

If they say they are unable to attend, let them know that you carry an inventory and if they want to place an order through the hostess, she will receive hostess credit for all orders, and that it would help her out. Give them your website to view our products and place her order.