

Pre-Profiling Script & Questions

Sound Upbeat!

:May I speak to _____, please? Hi, _____, this is _____. Do you have a quick Minute? Great! I'm _____ (hostess name) friend and Mary Kay Consultant. What I'm doing is calling all the guests that _____ (hostess) has invited to her Beauty Bash on _____, so I'll be more prepared and know what to bring!"

"First of all, you may not see anything in the Mary Kay line that you want and that's okay. I'm going to teach you how to take care of your skin and put on make-up no matter what brand it is! But, if you are tempted I will have all the products with me so you won't have to wait two weeks to get your stuff! And just to let you know I do take MC, Visa, Discovery, cash, check or payment plan.

"Let me tell you what we will be doing, so you'll know what to expect:

1. Satin Hands and Satin Lips, which you will love!
2. Skin Care for the TimeWise woman of today.
3. An everyday make-up look for _____ (season). Something you can wear everyday with any outfit!

"May I ask you a couple of questions, so I'll be more prepared? (Fill out their profile card while asking these questions).

1. Have you ever tried MK products?
 - A. If so, when?
 - B. Are you currently using any **MK**?
 - C. If so, what products and **who is your consultant?**
(Explain that if she has a consultant, she can still come or place an outside order to help the hostess win free products, but she will need to return to her original consultant because we want loyal customers and we don't take each others customers. If she has NOT been in contact or been serviced by her consultant in over a year she is probably open territory. Please be sure and ask those probing questions).
 - D. What other product brands are you using that you are loyal to?
2. What would you like to change about your skin?
3. What does your current skin care program consist of? What brand are you currently using?
4. Do you have dry, normal, combo or oily skin?
5. What is your skin tone?

You may want to ask some additional questions:

1. What color are your eyes?
2. What's something you would love to learn about taking care of your skin or putting on make-up?

"Do you have any questions for me? Thank you for your time. I can't wait to meet you!"