

PRE-PROFILING.... Is it Worth the Trouble???

There IS a magic formula, but it will only work if you do!! Read about it while playing the role of the prospective guest — how would YOU feel?

Why do hostesses postpone? Occasionally for an emergency, but usually because “nobody can come,” right?? Right!!!! Why can't anybody come? Because they're not excited enough about what's going to happen. We coach and coach and coach our hostesses on how to invite their guests, but you know most of them probably say, “Wanna come to a makeup party?” Are you with me? Now.....here's another thought! Many times they never get around to asking anyone and THAT is the reason no one can come! Here's the magic.... And it will help with both situations!:

Tell your hostess when you book her that you will be calling in a couple of days to ask her for her guest list and their phone number so you can call them for background information that will make it easier for you to help them individually in their private consultation. When you call each guest, you ask her for the information that is on the Customer Profile. Fill out the profile as you talk with her so at the class she can see that you really did call for a reason!

Can you imagine how impressed you would be if a Beauty Consultant called you, and asked you all these questions, and then said, “I'm so looking forward to meeting you! I know you'll love your makeover on (day) and I'm eager to help you with your questions!”

Think of the impact when you hand out each guests' Customer Profile for her to fill in the rest of the personal history on the front and she sees the rest all filled in. Because you've talked with each guest, you can anticipate many of the questions and reactions that might otherwise trip you up. And, best of all, they will be eager to leave the table after they have the color on—to go with you for their “private consultation”!

I know if you will take the 15 minutes extra for each show to call those prospective guests.....

**POSTPONEMENTS WILL STOP
ATTENDANCE WILL BE HIGH
AND SALES WILL BE HIGHER!!!!!!!!!!**

Sound good? Here's the way I would phrase it.... “Hi Susie? This is _____ with Mary Kay and I am the consultant who is going to be holding Janie's class on Thursday! She has told me such nice things about you! I feel like I already know you! Do you have just a couple of minutes to answer a few questions about your skin and color preferences? Great.....” Then just proceed with the questions on the profile. Actually, I usually just ask these few: 1. What is your skin type? 2. What SC products are you currently using? 3. Have you every tried MK? 4. Do you have any special skin care needs, or is there something you were hoping to learn at the class? Don't bother filling out the part with her address, etc., leave that for her to do at the class. Just fill out the rest and be sure and ask her if she prefers warm, cool or neutral colors and write that down somewhere on the profile. Tell her you look forward to meeting her, she's not obligated to purchase anything, but you will have products with you if she happens to fall in love with something. Tell her the hostess is counting on her to earn some free product, so if something comes up & she can't attend, to be sure to let her know so she can replace her.

Now — if the worst happens and she doesn't show up.....YOU still have her profile and can call her for an individual makeover. You can say something like this: “Susie, I am so sorry you couldn't be at Janie's... we had a GREAT time! I was so looking forward to meeting you and would still love to get together with you one on one for a complimentary makeover! Which would be better for you.... Daytime or evening, first of the week or the last of the week, Tuesday or Thursday.....” Follow through with booking the appointment, continuing to give choices until you find something that works for both of you. Offer her a free eye color if she has a friend to share the time with her!

What's the difference in a class you coach and profile and one you don't???



Booking gets it... **COACHING KEEPS IT!!!**

Once you set the date for a skin care class in your datebook, say "Sally, I'd like to give you a few suggestions for having a successful skin care class." Then go ahead and coach her. I do it 'face to face' if I'm booking for a class. If you are booking over the phone, it's exactly the same procedure.

- 1. HOW TO INVITE HER GUESTS** — "Sally, tell each of your friends that you are having a professional Beauty Consultant over to teach a class on skin care, and that you'd like her to come over for a complimentary facial. Tell her that your class is limited to five people, so you need to know if she is coming or not. Then, I want you to invite 10 people, because there are always a few that are unable to come at the last minute." (She will invariably say, "What if they all come?" Just tell her that's fine. Very rarely will 10 people show up. If they do, you'll have a great class—if it's truly too many to facial, you could turn it into a trunk show presentation or book some of the guests for a future appointment.) "I will have a special gift for you for having at least five adult guests present who participate in having a facial." Offer her a \$10 bonus, or another specific gift so that she will be excited and work for it.
- 2. HOW TO PREPARE GUESTS TO BUY AND BOOK** — "Sally, tell your friends that they will each receive a complimentary facial and are under no obligation to buy anything. It is important to tell them that anything they do order they may take home that night. If you forget to mention that to them, Sally, a lot of times they come and don't bring their checkbooks. So, it will be simpler if you just mention it to them. Also, if there's anyone who can't come, talk to her about booking a skin care class of her own. When you have two bookings, your hostess credit will double! And please ask everyone to be 'on time', as we cannot start until all are present. We've set your class for 7 p.m. Sometimes the guests think it's like a party and they can just drop in. If someone shows up at 7:45 p.m., they won't get to have a facial and we won't be able to count them for your \$10 bonus." It's also important to set a time to get her guest list: "Sally, I'll want to get your guest list within the next couple of days and just give them a call to find out what their color preferences are. Which would be a better time for me to call.... tomorrow or the next day?" If you do this, it will encourage her to go ahead and invite her friends immediately...while her enthusiasm level is high!
- 3. CEMENT THAT CLASS** — "Sally, I've put you down for Thursday at 7 p.m. I'll be over about 6:30 p.m. to set things up. I want you to know that Mary Kay is my career and you are in my datebook, so you can count on me to be there. I'll be holding this night just for you. In fact, I'll probably be turning down other appointments for this time, so I need to be able to count on you." Look her in the eye, be soft-spoken and sincere. She will acknowledge by shaking her head and saying "Sure." "And Sally, I want you to know that you can count on me, too. If anything should happen to me, if I get hurt, or one of my kids gets sick, I won't let you down either. I'll send somebody to take my place. You can count on me, and I know I can count on you, too. I'll see you Thursday." Hand her the hostess packet. I **never** book more than two weeks in advance. Be sure to call her to get her guest list for pre-profiling! You want to include that in your coaching and plan to call within the following two days for her list!
- 4. GIVE HER A HOSTESS PACKET** — I recommend putting these together in the small plastic MK Signature bags. Be sure to include a copy or two of *the Look* so she can take outside orders. I also like to use the hostess coaching sheet found on our Unit website. Go to www.unitnet.com/andreaandrews. Under TRAINING CENTER, click on *Hostess Flyer & Class Closing Sheet* and print. You'll also want to include a marketing tape such as *Choices*.
- 5. CONFIRM WITH A NOTE** — As soon as you book a skin care class, you'll want to drop a postcard in the mail the SAME DAY and let her know you are excited about her class. "Dear Sally! I'm so excited about your skin care class Oct. 13 at 6:30 p.m. I can't wait to meet your friends! I'm going to work with you to make sure it's a great class. Remember to invite 8-10 people. I want you to earn LOTS of free product! You can count on me to be there about 30 min. early to set up. I'll see you then!"
- 6. PREPROFILING** — See next page for details on this IMPORTANT step.
- 7. SEND HER A SPECIAL PACKET IN THE MAIL** — She should receive it the week of her class, preferably three to four days in advance. Include a "looking forward to your class" note and some fragrance vials, a hand cream sample, and a color look card. Send it to her in a mail-lite shipping bag. I always send her the fragrance she liked best at the class, so she will usually buy it at her skin care class. Your hostess will be surprised and delighted when she receives your package in the mail. She'll probably think, "How nice of her to send me these samples." She'll smell the fragrance, try the hand lotion and then say to herself, "I'd better make sure my guests are coming."