

Pre-Profiling your Guests!

Reasons to Pre-profile:

- ♥ Builds positive rapport with potential clients
- ♥ Helps the hostess have a successful party
- ♥ Insures your party will start on time
- ♥ Less stress on you – you know what to pack ahead of time!

Tips:

- ♥ Get the guest list including names, numbers, addresses, emails, etc within 48 hours of booking the party. Ask for the guest's day and evening phone numbers _ see if they can be called at work. Sometimes that is the easiest place to reach them. If the hostess has her guest list at the appointed time, I have a gift for her at her part.
- ♥ Mail postcards/invitations to each guest immediately.
- ♥ Mail a thank you postcard to your hostess thanking her ahead of time for her party.
- ♥ Pre-profile each guest 1-2 days before the party.

Pre-profiling script for each guest:

“Hi, this is Nancy! I’m a friend of (hostess) and I understand you are joining us at her Mary Kay party on (day) at (time)! I’m so excited to see you! Do you have a quick minute for me to ask you a few quick questions about your skin? Great! I want to have products customized just for you at the party.

1. How would you describe the skin on your face – are you super dry, dripping with oil, or somewhere in between?
2. If you could change anything about your skin, what would it be? (use this to plant seeds about Mary Kay products that can meet her needs)
3. Have you ever tried Mary Kay products? Recently? Been a while?
4. What do you currently use for skin care?
5. Do you wear much makeup? Tell me about what you usually wear. Colors you gravitate to when you are putting on eye shadows, lipsticks, etc.
6. And last, but not least, how would you describe your skin tone? Is it Ivory, Beige or Bronze?

(Hostess) really wants to increase her guest count on (day). (Guest) do you know anyone who is over worked and under pampered that might like to join us? I’d love to give you a free lipstick or lip gloss for bringing a friend! My name again is _____ and my phone number is _____. Please let me know that you are bringing a friend and whether she is super dry, dripping with oil or somewhere in between so that I can be prepared for her, too!

We are going to have a great time at (hostess) party! We’ll start at (time) and we’ll play in the skin care and I’ll show you some basic glamour techniques. You will get to do our fabulous Satin Hands treatment and we will match you up to one of our newest, most incredible foundations! I’ll have some products on hand so, when you fall in love, you won’t have to go home empty handed.

Can’t wait to see you (day) at (time)!!

