

WORLD'S BEST PRE-PROFILING SCRIPT!

By: NSD Vicki Auth

Are you pre profiling every guest for your Skin Care Classes?????

If not, you are CHOOSING to NOT HAVE full classes.

Call all guests that have been invited to a skin care class and use this dialogue from NSD, Vicki Auth.

Hi, Gail, this is Vicki Auth with Mary Kay cosmetics. Do you have a moment? Great. I am double checking the attendance for Sue's skin care class next Wednesday. I know you got your invitation and I am putting together the goodie bags for all of you who are coming. Gail, what glamour colors do you prefer...Berries, Chocolates or Neutrals? Great, I also have a couple of questions about your skin-type.

(Use the questions from your PROFILE CARDS and fill hers out as you go. This creates less paper work AND SAVES TIME at the class.)

As a professional, I want to know if there is anything you are concerned with about your skin? What is one thing can I really help you with? Fine lines around your eyes? Oh, that is definitely a product we will be working with at the class. Gail, I am going to put a sample of our two great eye creams in your goodie bag and we can talk about how to use them at the end of the class ok? I have all your information and I really look forward to meeting you. One last thing, Gail, because this is more of a personalized, hands-on demonstration, Sue was only able to invite 6 women to attend...so can we count on you to be there? Great!! If for some reason something comes up, will you please let Sue know at least 24 hours in advance so she can give someone else YOUR SPOT?

(Note: women hate to give up their spot!)

OK, Thanks Gail. Have a great week and I will see YOU next Wednesday at 7:00.

The Phone is your best Coaching friend!