

## Pre-Profiling Script

Hi, (guest), this is (your name), I am the consultant teaching the skin care class at (hostess name) on (day) at (time), do you have a quick minute? Great! I am putting together goodie bags for those attending and need to know which color combination you prefer: neutrals, cools, or warms? (wait for her answer). Great, I like to talk to everyone a little before the class so I can let you know what to expect. First of all, I need to ask you a few questions about your skin type....

(see customer profile questions #1, #2, & #3) **LAST QUESTION** – If there was one thing you would like to change about your skin (guest) what would it be? *then no matter what her answer, you reply:* I'm so glad you said that! We have a product that will help with that and I'll make sure you have a sample to try on (day).

Now (guest) tell me a little bit about yourself....

- Married
- Work outside the home
- Children

(CLUE IN! TAKE NOTES ON PROFILE CARD. THIS IS HER TIME TO TALK. BE QUIET!!)  
Well, (guest) that helps me to get to know you a bit better; now let me share with you how the evening will go.

**1<sup>st</sup>** there will be an on time drawing, so be sure to be there at (time). If everyone is on-time, we'll be able to end on time too!

**2<sup>nd</sup>** the class will last about 2 hours, and I will be doing individual consultations at the end with each person to discuss colors and any special needs or questions you may have for me.

**(If she has children say the following)** (guest) this is a very special girl's night out and is designed to pamper YOU and the OTHER guests, so it is a good idea to arrange a sitter. Will that be a problem? (IF THIS IS A PROBLEM TELL HER THAT YOU WILL HAVE A SPECIAL GIFT READY FOR THE PERSON WHO WATCHES HER CHILD-BE PREPARED TO GIVE A MAN'S GIFT)

**3<sup>rd</sup>** I know that you are going to have a great time at this class! It would probably be even more fun for you if you have a friend or two of your with you! Who can you think of that needs some pampering in her life? If you bring her with you, I will have a free \_\_\_\_\_ for you! Do you think you could give her a quick call to see if she can come and then call me right back?

Oh, (guest), one last thing, I just want you to know that (hostess) is really counting on you to be there! Part of her hostess credit is based on the number of guests that she has so when I asked her to invite her friends, I asked her to invite only friends who were women of their word not the flakey ones we all have that say one thing and do another. Now, if an emergency comes up, please just let (hostess) know as soon as possible so that we can give your spot to someone else. This is going to be the best pampering you have ever had! I can't wait to meet you in person!