



PRE-PROFILING SCRIPT

Calling Script:

Hi, _____! My name is _____ and you have no idea who I am, but I know your girlfriend _____ and your name was on her invite list for the Pampering Party (or Girl's Night or Mary Kay party or Facial Party or Margaritas & Makeovers, etc.) we're doing on _____ and I hope I've caught you at a good time because I just wanted to introduce myself and ask you a few quick questions about your skin. Have you ever used MK skin care products before? What type of skin do you have...normal, dry, combination or oily? What is one thing you want to change about your skin? Do you have any skin allergies or sensitivities?

We'll be doing a special Satin Hands treatment 10 minutes before the party starts at _____pm sharp! Then we'll be doing quick facials and basic makeovers! The party is going to be a blast and I'm bringing some product to give away for free! Can't wait to meet you and feel free to bring some girlfriends with you!

Can't make it to party

That's OK! Let me tell you what, we're actually offering the same pampering to those who can't make it. We'll just have to figure out a different date. What typically works best for you, week nights or weekends?

If you judge that she really wants to help but you just can't come up with a date.

You know what? It sounds like we're just not going to be able to make this work for you but, we wanted to offer every woman who could come a \$10 gift card with a complimentary facial. I am giving away \$100 worth of those gift cards. But since right now is not going to work for you, is there anyone whom you'd like to give yours to?

That way by giving yours to someone else, you'll still be helping _____ with her party!
