

PRE-PROFILING CONVERSATION

Post this by your phone.

Hello _____. My name is _____ and I am a consultant with Mary Kay Cosmetics. I am going to be teaching _____ skin care class on _____ at _____. I was calling quickly to ask some questions about your skin.

1. Do you have a minute?
2. Do you feel you have Dry, Normal, Combination or Oily Skin?
3. Do you have any problems with breakouts?
4. Do you currently use soap & water, a cleanser & water or just water to wash your face?
5. Have you ever had a Mary Kay facial?
If yes: Do you use Mary Kay now?
Do you have a consultant that is actively servicing you?
6. Did your hostess tell you what you will be receiving at her class on _____? You will receive a FREE \$25 - \$50 makeover and I bring products with me. If you choose to continue to treat your skin I will have everything with me so you will be able to take it home.
7. Is there anything in particular you would like to find out more about? Such as: Body care, Aromatherapy, Sun Screens, or colognes?
8. Your hostess does receive hostess credit for outside orders. You may want to ask your friends or people at work if they need Mary Kay Products. I will have a special travel size gift for you.
9. OPTIONAL: (depending on how you like her over the phone)
You sound like a really nice person. You really like people don't you. I bet you would make an excellent Mary Kay consultant. Have you ever thought about doing something like this? The majority of women will answer NO. Whatever they say just answer....Would you just do me a favor? Would you watch me at the class to see if you could picture yourself doing something like Mary Kay and we will talk after class?

Write on your profile that you talked to her and follow up!