



*Send emails to customers
and hostess for follow-ups
or Thank you cards in
advance.*



Pre-profiling

1. Get the date
2. Ask for the guest list within 24-48 hours. If the hostess lets the guests know that you're calling and gets the list to you, she will earn a free gift.
3. Dialogue: "Hi, _____. I am _____ with Mary Kay Cosmetics. I will be doing _____(hostess) class on _____(date) and she said that you would be coming. I'm so excited about meeting you and wanted to ask you a few quick questions so I can be prepared to help you at _____(hostess) class.
4. Questions:
 - Would you say your skin is dry/normal/comboination/oily?
 - What are you currently using for a skin care program?
 - If there was one thing you could change about your skin, what would it be ?
 - What kind of foundation are you using?
 - Tell me about your glamour...a) little bit, b) same look every day, c) like to experiment
 - Have you been to a Mary Kay Party before?
5. Close with "I am looking forward to connecting with you on _____(date). Have a great day/night!
6. If they say they can't make it say, "I understand. Would you like to get together for a personal makeover?" Call the hostess back so she can replace the guest that can't make it.