

# Pre-Profiling

This helps to start building the relationship with the guest. Make some notes on each guest's profile card so you know how to fill her tray when you arrive at the party.

Pre-profiling assures that my class will go much smoother and quicker.

This has proven to be very effective.

## QUESTIONS TO USE WHEN PRE-PROFILING

Hi \_\_\_\_\_! This is \_\_\_ with Mary Kay. I'm the consultant for \_\_\_\_\_'s pampering session on \_\_\_\_\_!  
I have a few quick questions so that I'm prepared for the party. Do you have a quick minute?

1. Do you currently use Mary Kay or any kind of skin care routine?

*\*\*If she does use Mary Kay products, be sure to ask if she has a consultant. If YES, as what her name is and if she's on her mailing list. You want to be sure that she is actually being serviced. Explain how we don't take business away from other consultants, but that it is understood that anything she wants to purchase that night will help the hostess out with her credit. After that, you will not pursue her as a customer or add her to your mailing list, but, that she is welcome to keep your name and number in case for some reason her consultant no longer sells.*

2. What type of skin do you have....Dry, Normal, Oily, or Combo?

3. If you could change one thing about your skin, what would it be?

4. Do you consider yourself fair, medium, or dark complected?

5. Do you have an email address? I'll send out a quick confirmation email with the time and date.

\*Send a confirmation of what we talked about and a reminder of the class time along with your website to check out our product line before we meet.

If they say they are unable to attend, let them know that you carry an inventory and if they want to place an order through the hostess, she will receive hostess credit for all orders, and that it would help her out. Give them your website to view our products and place her order.