

## Phone Pre-Profiling Questions

Hostess: \_\_\_\_\_

Guest Name: \_\_\_\_\_

Class Date & Time: \_\_\_\_\_

Hi, this is \_\_\_\_\_, **(your name)** and I understand that you are going to be attending (hostess name)'s Mary Kay event (party day), is that right? Perfect! Do you have one quick minute? Great! (hostess) has done an AMAZING job preparing for this party, and she tells me that you are one of her very favorite guests coming, so I first just wanted to say thanks for committing to support her! (Wait for her response.)

And if you have about 2 seconds, I just wanted to ask you a couple of quick questions about your skin to make sure we're professionally prepared for you on (day of party). (Wait for her response.)

### **If yes: Great!**

- Have you ever used Mary Kay? Are you using it now? (If so, do you currently have a Mary Kay Consultant?)
- What are you currently working with to cleanse your skin?
- Do you feel you have Dry, Normal, Combination or Oily skin?
- One last question: If we could help you with one concern or something you are experiencing with your skin, what would that be?

Well, I am SO excited to meet you...do you know when the party starts? Yes, it's (remind her of the class day and time), so you might want to arrive just about 5 minutes early.

Here is my address:

XXX

Oh! (Hostess is working to earn a \$200 shopping spree just for having 5 guests at the class, so if you can think of any friend to bring with you, we'll give you a FREE eye-shadow of your choice just for helping her out!

One last thing....do you have kids? (If yes, or no) Great! This is a mom's day/night out party for you to be pampered all by yourself! Any questions for me? OK, see you then!

**If no: No problem!** Our conversation will only take about 30 seconds. Would it be better for me to call back later this evening, or would tomorrow be better? Sounds great, talk to you then!