

Guest Preprofiling

Prior to the event (once you have the guest list from your hostess), you might consider calling the guests to preprofile them*. Preprofiling can help affirm the guest's commitment to attend because she sees that you've taken a personal interest in her and will be selecting products for her to try. It also allows you to ask questions from the customer profile. The customer profile is a tool designed to help you assess the best skin care products for your customers.

You can try this opening dialogue when calling guests to preprofile them. "Hello, (guest's name)! This is (your name), and I'm the Mary Kay Independent Beauty Consultant who will be conducting (hostess's name) skin care class on (date) and (time). Do you have a minute?"

At this point, you can ask her skin type and skin tone and mark the appropriate boxes on the customer profile. The conversation might sound like this: "(Guest's name), I'd like to ask you a few questions about your skin so that I can be prepared for our class. Which one statement best describes your skin type?" (Here you can read the skin type statements from the customer profile, then continue.) "Is your skin tone ivory, beige or bronze? What level of coverage do you prefer full, medium or sheer? "Thank you for your time, and I'm looking forward to seeing you on (date). We'll begin promptly at (time), and I'll have a special place set up just for you."

Guests can fill out the rest of their customer profiles at the class. You can find a package of profiles in your Starter Kit. They are also available on Section 2 of the Consultant order form. Or you may choose to enter the guest's profile information online by going to myCustomers® through the Mary Kay InTouch® Community. An example of the customer profile is shown below.