

## SCRIPT FOR PREPROFILING

Using the scripts for booking that I have already provided, and having made an appointment to call the hostess within 24 hours of scheduling the appointment to get her guest list... (or, getting it right then on the phone and just waiting 24 hours to begin calling as she contacts them first is even better), this is what I suggest in preprofiling... When she answers, warmly say, is this Jeannie? Very often, she will be thinking... something like, Okay, I know I am supposed to know this woman, who is she?... and say, yeeeeesssssss, who is this? I immediately say, Jeannie, you don't know me but I am the one treating Suzy and you and the rest of your girlfriends to some pamper time on Thursday...do you have a quick second? Let her answer, she may be right in the middle of something or walking out of the door... and if she is, say... oh, I am so sorry, I am going to ask you a few quick questions about your skin when I call back, what is a better time to reach you? Would it be better at work in the am, and get that number? Or, if she says, she has a quick minute, then say... great... Now, Suzy told me that she has saved a seat for you Thursday at 10 am, is that the time you heard as well? And she will either say... Yes, I am going to be there or something like, Well, I told Suzy that I would come by for a minute if I got free early... Say back with a smile on your face something like this... Well, let's look at this. Suzy has 5 other spots open besides her and she kind of wants to make sure she gets a yes or no... Jeannie is Thursday just a bad day or do you want to try to fit it in... and let her answer. And if she says.... Well, I probably am not going to be able to fit it in... then say... No big deal... We want you to be pampered, not stressed and Suzy will get credit for your time even if it is not with her... and I really want your opinion as well... We can set up a more convenient time for you... are Thursdays in general bad or just that Thursday? What would work best for you, early in the week or later, am or afternoon? Now, Jeannie when I come, it is totally up to you but it is just as easy for me to pamper three, four, even five or more women at the same time as it is you... and when you share your appointment, it puts me in a position to give you a great discount or even free products at that time... And it helps me to get more

opinions of our line. Is there any reason why you wouldn't want to share your time with me with some girlfriends? I would love to do that for you. Preprofile her and then go into the script to get her guest list which won't be a problem because since she is in this process, she understands it. If she had said no, I will be there for sure at 10 on Thursday... I immediately go into the preprofiling... Asking her in a conversational way the first 5 questions on her customer profile and her address, email and pertinent information... (So that I can email her in advance or mail her a thank you note) I like to expand question #2 to say, if there was one thing you could change or improve about your skin, what would it be? (That way, if they have great skin and they say...nothing... you can say, Wonderful, then I will focus on teaching you how to keep it that way) At the end of what should be not longer than a 3-5 minute conversation, I say... Jeannie, there is one more thing I want to ask of you... She is thinking... well here is the catch... and I say something that I borrowed from Cindy Williams NSD many years ago... Jeannie, I am truly anxious to have your opinion of Mary Kay and you have probably heard that for the 10<sup>th</sup> year in a row, we have been the number one best selling brand of facial skin care and color cosmetics in the nation. We are thrilled by this but want to stay this way. So I want your feedback, good or bad and I think that you will be pleased with what you try. What I will promise you is this... if you love the way your face feels and looks when we get through Thursday- and I think that you will, than my promise is to find a way for you to go home with what you want. But what I want you to promise me is this... if you don't like what we do and how your face feels and looks better than what you are already using, promise me you won't spend a penny. Your hostess, Suzy doesn't want this and neither do I. I want your business not your sale... Is that a promise? Or is that a deal? You will sometimes actually hear an audible sigh. And they will come just to find out who you are and why you are not trying to push them.

I find that preprofiling, in addition to great coaching, is the most control I have over the holding of that appointment. I very often even coach group on the go or collection

previews so that I can have more ease to do the appointment. And truly, you begin closing the sale as you begin getting to know them and their needs in the preprofiling process. You also sell yourself. Perception is reality and they begin to perceive you as you want them to, a professional beauty consultant.