

PREPROFILING GUESTS FOR THE SKIN CARE CLASS

A class worth booking is a class worth coaching. **COACHING** is your “insurance policy” for the skin care class staying on the date book AND being successful!

Plan on getting the GUEST LIST from the Hostess a few days prior to the skin care class; you will call each guest on list and ask her a few questions about her skin type, skin care regimen and concerns. This call is so important to BOND the guest to YOU and your voice...this will make it more likely that she will attend the skin care class as you are showing a genuine concern for HER and her skin care needs.

Script to call Guest List – should take no more than 3-4 minutes per call:

“Hello Jane? Hi, my name is _____, Independent beauty consultant with Mary Kay; and I understand that _____ has invited you to attend her Girlfriend Party this Saturday. Do you have a quick minute for me to ask you a few questions about your skin type? I want to be sure that I have products at the class to meet your needs. Thank you.

1. _____, have you ever tried Mary Kay products before? [Yes/No]
-Yes- Do you currently have a MK beauty consultant servicing you? [follow Golden Rule]
What was your experience? What products did you use?
-No- Great _____ I am thrilled to be the one to introduce you to our incredible products.
2. How would you describe your skin type: Dry/Flaky, Normal, Combo [“T” zone oil], or overall Oily?
3. How would you describe your skin tone: Light-Ivory, Med-Beige or Bronze?
4. What are you currently using to wash your face? Are you 100% happy with the results?
5. _____, if I had a magic wand and could change or improve anything about your skin, lips or eye area, would you choose anything? Great, I can think of the best product to bring for that area [note: if you are not sure what product to bring...just say “great” and then call your director/recruiter for the answer...fake it till ya make it ☺]
6. If you were to choose a favorite color of lipstick, what would it be: Neutral/Brown, Pinks, Berry, Orangey/Tawny?
7. Oh, _____ one last thing, _____ class begins at 7pm on Sat. and I always do an “on-time” raffle for a great gift. So if you are there by 6:45pm, you will be in my raffle.
8. Plus, if you bring a friend with you, I will have a fantastic gift for both you and your guest. It is so much fun with friends...and it is a Girlfriend’s Party.

Thank you so much for your time _____; I look forward to meeting you in person and _____ is so excited to have a great Girlfriend’s Party. She can only have ___ at the party, so she is really counting on you. Here is my phone number if you have any questions. Have a great night and see you Sat. at 6:45pm for the raffle ☺ Bye _____.”

Script for Answering Machine:

“Hello _____ my name is _____, beauty consultant with Mary Kay; and I understand that _____ has invited you to attend her Girlfriend Party this Saturday. I would love to ask you a few questions about your skin type to be sure that I have products at the class to meet your needs. _____ is so looking forward to having you at her party. Please call me at _____ and I’ll only keep you a couple of minutes. Thanks Jane.”

WE MUST COACH THE HOSTESS AND COACH THE GUESTS IN ORDER TO INSURE THE CLASS HOLDS! DO NOT SKIP THIS STEP! IF YOU DO, YOU WILL HAVE CLASSES POSTPONING. PLEASE DO NOT SAY YOU DON’T HAVE TIME TO COACH. YOU MUST MAKE THE TIME & CARE TO PREPARE BECAUSE IF YOU DON’T, YOU WILL HAVE TO SPEND MORE TIME FINDING MORE PEOPLE TO CALL AND BOOK ALL OVER AGAIN. SO LET’S DO IT THE MARY KAY WAY; IT WORKS. I PROMISE!