

# Pre-Profiling Questions

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

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

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

Intro: My name is Allison, and I'm a friend of (hostess name). Do you have a quick minute? Great! I'll be conducting the skin care class she's hosting next week, and she tells me that you are one of her very favorite guests coming, so I first just wanted to say thanks for coming 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 I'm prepared for your facial on (day of class). (Wait for her response.)

If yes: Great!

- Have you ever used Mary Kay? Are you using it now? (If so, do you have a current 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 I could help you with one concern or something you are experiencing with your skin, what would that be?

I'm excited to meet you...do you know when we're getting started? Yep, it's (remind her of the class day and time). Everyone who arrive 10 minutes early will be treated to a special hand and lip treatment, and let me just tell you, you will DIE over this! Oh! One last thing...do you have kids? (If yes, or no) Great! This is a mom's night out event for you to be pampered all by yourself! Just to let you know I will have product available for you to take home. Any questions for me? 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!