

Preparing for a **FABULOUS** Party!

Pre – Profiling Script

Courtesy of NSD, Vicki Auth

The phone is
your best
Coaching Friend!



Call all guests that have been invited to a skin care class and use this dialogue.

Hi, Gail, this is Vicki Auth with Mary Kay cosmetics. Do you have a moment? Great. I am double checking the attendance for Sue's skin care party next Wednesday. I know you got your invitation and I am putting together the goodie bags for all of you who are coming. Gail, what glamour colors do you prefer...Berries, Chocolates or Neutrals? Great, I also have a couple of questions about your skin-type...

(Use the questions from your PROFILE CARDS and fill hers out as you go...this creates less paper work AND SAVES TIME at the class.)

As a professional, I want to know if there is anything you are concerned with about your skin...what one thing can I really help you with? Fine lines around your eyes? Oh, that is definitely a product we will be working with at the class. Gail, I am going to put a sample of our two great eye creams in your goodie bag and we can talk about how to use them at the end of the class ok?

I have all your information and I really look forward to meeting you. One last thing, Gail...because this is more of a personalized, hands-on demonstration, Sue was only able to invite 6 women to attend...so can we count on you to be there? Great!! If for some reason something comes up, will you please let Sue know at least 24 hours in advance so she can give someone else YOUR SPOT?

(Note: women hate to give up their spot!)

OK, Thanks Gail. Have a great week and I will see YOU next Wednesday at 7:00.

Skin Care Party Outline



✓ Before the Party:

- Have 10 hostess packets ready at all times.
- Coach the hostess – get guest list within 24-48 hours.
- Send invitations to guests.
- Call guest list & pre profile them.
- Put goodie bags together.
- Have products organized in sets.
- Arrive 40 minutes ahead of time.

✓ Introductions:

- Begin with Satin Hands and select foundation shades.
- Meet in the living room & welcome everyone...strong opening...thank hostess & give her a gift for holding the class on the scheduled date!
- Do first two pages of flipchart, promote company, give "I Story", and describe the Hostess program.

✓ Skin Care Session:

- Move everyone to the table.
- Skin care & foundation— Apply Microdermabrasion on half the face. Add cleanser, moisturizer, eye cream and eye primer.
- Put Day and Night Solution on the back of their hand.

✓ Glamour Race:

- The Glamour Race should include the selection of color cards, instructions for color application, and a gift for the one who finishes first. By using the color cards, the temptation to try multiple lipsticks will be avoided.
- This activity is a lot of fun!*

✓ Closing:

- Strong group close using sets. You can go to Intouch to build your own sets, or share ones from the Beauty Book. Explain your sales incentives such as gifts for specific sets.
- Individual close—Did she get everything she wanted?
- Book 2 new classes from this class.
- Send at least one or two home with confidential career information packets.
- Give the hostess her free products based on sales.
- Send everyone a thank you note.
- Add guests to your PCP.
- Do this again and again and you will build a fabulous career!