

Pre-Profiling Script

Hi, (guest), this is (your name). Do you have a minute or are you busy with your family? Great! I am teaching (hostess name) skin care class on (day) at (time) and I am putting together goodie bags for those attending and need to know which color combination you prefer: neutrals, cools, or warms? (wait for her answer). Great, I like to talk to everyone a little before the class so I can let you know what to expect. First of all, I need to ask you a few questions about your skin type.....

(SEE CUSTOMER PROFILE CARD QUESTIONS) ASK QUESTION #2 **LAST**- What would you like to change about your skin? *then no matter what your answer, you reply:* I'm so glad you said that! We have a product that will help with that and I'll make sure you have a sample to try on (date).

Now (guest) tell me a little bit about yourself....

- Married
- Work outside of the home
- Children

(CLUE IN! TAKE NOTES ON PROFILE CARD. THIS IS HER TIME TO TALK. BE QUIET!)

Well, (guest) that helps me to get you know you a bit better; now let me share with you how the evening will go.

1st there will be an on time drawing, so be sure to be there at (time). If everyone is on-time we'll be able to end on time too!

2nd the class will last about 2 hours, and I will be doing individual consultations at the end with each person to discuss colors and any special needs or questions that you may have for me.

(If she has children say the following) (guest) this is a very special girl's night out and is designed to pamper YOU and the OTHER guests, so it is a good idea to arrange for a sitter. (IF THIS IS A PROBLEM TELL HER YOU WILL HAVE A SPECIAL GIFT READY FOR THE PERSON WHO WATCHES HER CHILD—BE PREPARED TO GIVE A MAN'S GIFT)

3rd I know you are going to have a great time at this class!! It would probably be even more fun for you if you have a friend or two of yours there! Who can you think of that needs some pampering in her life? If you bring her with you, I will have a free _____ for you! Do you think you could give her a quick call to see if she can come and then call me right back? Great!!

4th Oh, (guest), I just want to that (hostess) is really counting on you to be there! If for any reason you aren't able to come, please let us know as soon as possible so we can give someone else your spot. This will be the best pampering you have ever had! I can't wait to meet you in person!