

PRE-PROFILING

Pre-profiling your customers is calling your customer before her appointment, gathering information about her skin care and glamour preferences, confirming the appointment time, sharing your excitement about meeting her and giving her a brief idea of what to actually expect at the appointment.



Hi, is Susie there? Hi Susie this is Cherise with Mary Kay Cosmetics. Do you have a quick minute? Great! Mary Smith told me she invited you to her skin care class next Wednesday night! I am really looking forward to meeting you & I wanted to ask you just a few quick questions about your skin type.

- ~ How would you describe your facial skin, as far as dry, normal, oily or combination?
- ~ Is it dry all over or just in certain areas?
- ~ If there was one thing, Susie, that you could change about your skin, what would it be?
- ~ Have you ever tried Mary Kay products?
- ~ *If Yes, how long ago?*
- ~ Have you ever had a problem with sensitive skin?

If I am going to do Advanced Glamour on this person, I would ask these additional questions...

- ~ *When you wear color cosmetics (like eye shadow) what colors do you like to wear?*
- ~ *When we get together, would you like to try those colors or some thing new?*

Well, thank you Susie, for your time. I am really looking forward to meeting you and getting your opinion of our products. Mary can only invite a couple of friends so if you can't make it, please call her at least 24 hours in advance. I'm so looking forward to meeting you at Mary's next Tuesday at 7:00 to give you some personalized pampering and attention. Good Bye.