

# ~~-PREPROFILING-~~

## Coaching the Guests Before the Party

Keeping track of each Party and coaching all your guest will help your booking hold and will enable you to work FULL CIRCLE! Your 4 main goals at each party should be:

- ♥ Referrals
- ♥ Sell sets
- ♥ Book from your bookings
- ♥ Share the business opportunity

All of these skills will be taught at your local meeting. More info is also available at [www.marykayintouch.com](http://www.marykayintouch.com). You can move as quickly as you want!

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Schedule a time with your hostess to get her guest list and then call each guest using the following script.

Hi \_\_\_\_\_ this is \_\_\_\_\_! I hear you are coming to \_\_\_\_\_ Mary Kay Party (date) at (time) ! Great! I'll be the consultant hosting the party and just wanted to ask you a few questions to make sure you have fun and that all the right products for you are available. Is this a good time to visit? Okay- We will be focusing on skin care so you can come with your make up on and I'll send you home looking fresh but won't be taking off any eye make up at this party. Can I ask you a few questions about your skin and the products you are currently loving? Have you ever tried Mary Kay before? Do you currently use it? (if so, continue on but let her know that after the party you will be referring her back to her current consultant) Would you say you have more normal, dry or oily skin? This time of year are you more ivory, beige, or bronze in skin tone? Fabulous! \_\_\_\_\_ I'm looking forward to meeting you and pampering you with our fabulous products. This is going to be a girls only, moms night out. Kick off your work shoes and come have some fun with your friends. You are not obligated to purchase at this party, however, I do carry a full stock of product so if you fall in love with something or you know you need a new mascara, I can take care of you right there on the spot! We are going to start right at \_\_\_\_ so come 15 minuets early and get your foundation matched perfectly and enjoy a pre-party Satin Hands pampering! \_\_\_\_\_, I'd love to have a special treat just for you, are you more of a chocolate or a mint person? Okay! I'll have a seat reserved just for you with a little treat waiting! (If you have a large enough window of time, offer to send her a reminder post card)

- ♦ Keep a bag of Hershey Kisses and a bag mints in your office at home. You may also want to offer a specific lip gloss sample to each guest to customize her finished look at the party.
  - ♦ Arrive at your party 30 minutes early and be ready to greet your guests as they arrive. Practice the 4 point recruiting plan found in the front of your date book while you set up your party.
  - ♦ Fill out the name and phone number portion on a profile card for each guest as you talk to her. Mark her skin color and skin type so you can set up before she arrives and only have foundation left to match! Paper clip each party together with the hostess on top and keep it in your binder under coaching until your go to her party-grab and go!
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