

PREPROFILING SCRIPT

"Hi Suzie, this is _____. I understand that you are a friend of _____'s (hostess). (Pause) Do you have a quick minute? (Pause) Great. I'm calling to confirm _____'s guests for her skincare class on _____ at _____. Will you be able to make it?"

(If yes) "Great. I need to ask you a couple of questions, so that I can be prepared."

"First, have you ever been treated to a Mary Kay makeover? (If yes...ask her to describe. If no...paint a picture of what will be happening at the skincare class)."

"Would you say that you have dry, normal or combination/oily skin?"

"Would you say that your skin tone is ivory, beige or bronze?"

"What would you like to change about your skin? (Answer: "Great. I'm so glad you said that. I have the perfect product for that! I'll be sure to pack it for the skincare class.")

"That's all the questions I have for you! I can't wait to meet you at _____'s skincare class on _____ at _____. See you then!"

(If no) "I'm sorry you can't make it. Let's schedule you for a makeover of your own! Which would work better for you: a weekday or a weekend? "