

Pre-profiling by EESSD Julia Burnett

Grab a partner & say this script to each other as if calling one another. First time – be easy – practice it at least 3 times each on each other (total of 6 times) each time getting progressively more “tough” – “I tried MK years ago and it broke me out” or “I’m going try to make it” or “I’m going to be late” or “I use Lancome” – etc. How do you handle this?

She answers phone

Sally? Oh good I caught you, this is Julia Burnett – I know you don’t know me from Adam! (chuckle) but we have a mutual friend in Cindy.?.. You probably know this but....she’s having a Girl’s Night Out party on Saturday and I’m the gal coming to do all the pampering. **(NOTICE, I did NOT say SKIN CARE CLASS, nor did I say Mary Kay)**. I told Cindy I wanted to give all her girlfriends a really quick call just to check in and make sure I bring the right items for her gals – so do you have a REALLY quick second that I could ask you a few fast questions about your skin?

(If she’s not coming, she’ll probably tell you here she can’t make it – go to bottom page. If she’s coming then proceed this way)

Ask her all the questions on the left side of the profile card – handling any concerns about trying MK in the past or finding out if she HAS a consultant...what’s her name? still encourage her to attend anyway.

“Well gal, I don’t do anything unless it’s FUN, so you will have a GOOD time for sure! And listen, it starts at 7 – but if you’re able to get there just 5-10 minutes early – then we’ll do a special hand pampering treatment for all the early-birds – and we’ll get started right at 7. I can’t wait to meet you and Oh by the way – I’ll have a little GOODIE BAG for everyone too!”

IF SHE CAN’T COME...

“Oh, _____, I’m so sorry you won’t be able to make it! We will miss you! _____, I am always surveying the women I meet. Since I have you on the phone, do you mind if I ask you 3 quick questions about your skin? (go on to ask the preprofiling questions.)

_____, it sounds like we have a few products that might benefit you. Is there any reason why we couldn’t get together in the next few days so I can show you what you missed, plus (hostess) will get credit for you scheduling your own appointment with me. What works better for you, weekdays or weekends?...

(Schedule her for her appointment and then say)

“Now, _____, if you’d like to have a couple of girlfriends with you when we get together on _____, that would be fine, but either way I am coming just for you!”