

## Pre-Profiling Checklist

### REMEMBER PURPOSE: FIRST OPPORTUNITY FOR RELATIONSHIP BUILDING

1. Ask permission for 2-3 minutes (note the time to self)
2. Reminder about party time, location – excitement about success FOR the HOSTESS
3. Double check contact information/preferences: address, email, phone numbers, favorite method and time to be contacted
4. Ask skin type, skin concerns, current skin care, Mary Kay experience, current foundation preference

**\*\* Fill out information onto profile card.\*\***

5. Describe party itinerary: pampering with satin hands and satin lips, learn about Mary Kay and the products, try hands-on skin care products and mineral powder foundation, create a wish list, meet with me individually to set up follow-up, enjoy refreshments and each other. “You may even be the winner of the door prize” just for attending and helping     (hostess)    .

### PAY ATTENTION TO TIME.

IF TIME RUNS OUT BEFORE COMPLETING ASK/SAY: “3 minutes have passed and I have only 1 / 2 more thing(s) to ask you” –then hush to see if you have permission to continue or she needs to go and you can finish another time – be considerate of her time and do what you say you are going to do – you promised 2-3 minutes, just because she keeps answering questions doesn’t mean that she still wants to be on the phone.

IF YOU HAVE EXTRA TIME, ASK: “So tell me a little about yourself.” This will give you huge insights to her personality style and what’s important to her.

### TAKES NOTES.

Anything that you learn about your new contact is worth remembering; this is part of relationship building. For example: where she works/college, married/single, children, family information, etc.