

PROFILE CARD BOOKING

From: [Pamela Shaw](#)

Subject: using profile cards to warm chatter

Director, Diane Mattione shared this great idea!!!! I challenge you to warm chatter with 5-10 profile cards this weekend and get the product on them before August 31st!!!

Tresia Hassan, soon to be Future Director, has been using Skin Care Profile Cards instead of a skin care survey to warm chatter! After warm chattering just a couple people with the Profiles she realized that her potential client was becoming very excited about what she could do for them. She is having awesome success! I challenge you to try it!

and her consultant writes:

Diane, I have had great success in getting bookings with the Profile Cards. I have met several new people while I work the temporary job market. I always wear my Mary Kay pin and usually another pin such as my bee on my cuff or collar.

Anyway, someone usually will remark on either my being in Mary Kay or about the bee.

This gives me an opportunity to talk with them and eventually ask them about the type of skin care they are using. I then ask If there is any reason why they couldn't give me their opinion of Mary Kay skin care system? Once they say no (which means yes). I give them a profile card and ask them to complete it front and back.

What I find that the profile card prompts questions such as oh Mary Kay also has perfumes, You have something for pimples, You have products for dark circles etc.

It is great because they are now excited about looking at products

that
will help them and their concerns.

Also I am getting referrals up front. It helps to turn a facial into a class with the two people she has referred to me.

The past two weeks have been great I have scheduled 9 appointments using the profile cards. Now I have them with me all the time.