



Profile for Success

How to use the Beauty Profile

L'BRI *Beauty Profiles* can be very effective tools to help you build your business. They can help you book future Shows, sponsor new Consultants and build your reorders business.

There are two versions available to you:

1. **Two-sided form** – This can be ordered from L'BRI for only seven cents each! The advantage of this version is that it is very simple for guests to fill out. You would ask them to fill out the front part with their contact and skin care information. At the end of your Show, review the five questions with them and ask them to jot down their answers. These five questions are effective in helping you book more Shows, get referrals and sponsor new Consultants.
2. **One-sided form** – This is available in the Learning Center under Show Presentation. The advantage of this one is that it is printable, so they are easily available when you need them.



Here are some helpful tips on how to use them:

At the beginning of your Show:

Ask guests to complete the FRONT/TOP of their *Beauty Profile* which asks for their personal information and skin care needs.

When ending your Show presentation:

WORDS TO SAY: "I hope you enjoyed learning more about pure and natural skin care. Thanks again to (Hostess) for inviting all of us today. Your *Beauty Profile* will be valuable in helping me provide you with the best service possible. Please be sure the FRONT/TOP of it is filled out. To complete the *Profile*, I'd like to ask five short questions."

- ✓ Let your guests know that you are looking forward to providing excellent customer care and will work closely with them to be sure they are experiencing the best results from their products.
- ✓ Read the questions on the *Beauty Profile* - one by one - and ask guests to fill in their answers. You will be collecting the *Profiles* to use at checkout and as you follow up with each guest. The answers on the *Profile* will also help you know how each guest feels about booking a Show and looking closer at the L'BRI income opportunity.

FUN TIPS:

- Before asking these questions, ask guests to take out their cell phones and add your number to their contacts so they can call you with questions and to order. Tell them that you'd like them to text you the answers to one of the questions on the *Beauty Profile*. (Select any one you'd like.) You now have their cell numbers to make it easier to communicate with them.
- Have a drawing from the *Profiles* that have all of the questions answered.

Why review the Profile questions?

1. Which L'BRI products are your favorites?

The answer will let you know the products that most impressed each guest. If she doesn't order them, you can suggest that she get the products free for sharing L'BRI with her friends by hosting a fun get-together.

2. When would you like to receive FREE and discounted products for hosting a fun and relaxing get-together with friends and family?

This answer lets you know how she feels about booking a Show and getting her own shopping spree.

3. Who do you know that would enjoy learning about pure, natural and affordable skin care products?

Each guest can write the names of people she thinks may be interested in L'BRI. If she lists even 3-4 names, suggest she invite them to her home and receive all the Hostess Rewards. **TIP:** You may want to give a small gift to the person who writes the most names on her *Beauty Profile*. During Hostess Coaching you can encourage her to increase her guest list so she can get more Hostess Rewards.

4. What would you do with an extra \$200, 500, \$1,000 or more a month?

This question gives guests a chance to dream about what they would do if they had more money each month.

5. Would you or someone you know like more information about earning additional income, luxurious trips, a FREE car and special rewards by becoming a L'BRI Consultant?

The answer to this question lets you know how each guest feels about taking a closer look at the L'BRI income opportunity.

As you review the questions at checkout:

You'll want to help each guest complete her order privately at checkout. Look at her *Beauty Profile* to see what she expressed about booking a Show and getting more information about the income opportunity.

Question 1 - Favorite product

WORDS TO SAY: "I noticed that your favorite product was the Maxifirm Skin Renewal but you didn't order it. You can easily get it for free by just having a few friends over to experience L'BRI. In fact, you could receive all of the serums through our generous Hostess Rewards! When is a good time for you? Daytime or evening?"

Question 2 - Booking a Show

~ If she checked **AS SOON AS POSSIBLE**, set a date with her and give her a *Hostess Packet*. You'll want to review the *Hostess Packet* contents with her after the Show or set up an appointment to talk or get together.

~ If she checked **IN THE NEXT FEW WEEKS**, set a date and give her a *Packet*.

~ If she checked IN THE MONTH OF _____, be sure she writes down the month that would work best for her. If possible, set a date, even if it is a few months out. Then you can stay in touch with her until a couple of weeks before her Show and hostess coach. If she needs to check her calendar before setting a date, simply call her back to reserve a date for her.

~ If she says she wants to check with friends first...

WORDS TO SAY: "I can understand how you feel. Yet really the best thing we should do is pencil in a tentative date because when you check with friends, the first thing they will want to know is when you're planning to have your party. If the date we select doesn't work, we can change it."

~ If a guest says NO to having a Show...

WORDS TO SAY: "It's so important to me to do a good job. May I ask why you said 'NO'? Does it mean not right now?" "It does?" "Oh, I understand. If you did have a Show, what month would work better for you? May I contact you early that month and see how things look then?" MARK YOUR CALENDAR and be sure to follow up with her. She has given you permission to call her.

~ If she prefers not to select time for a future Show...

WORDS TO SAY: "I understand, but if your circumstances or interest changes, I'd love to do a Show FOR YOU so you can enjoy an amazing shopping spree."

Question 3 – Who do you know...?

~ If she listed even just a few names...

WORDS TO SAY: "I noticed that you listed a few friends who may enjoy learning about how their skin can look and feel beautiful like yours is today. Let's invite them to a fun night out to experience L'BRI, and at the same time YOU can be treated to lots of free products!"

Question 4 – What would you do with an extra \$1,000 a month?

~ If she wrote down what she would do with extra income...

WORDS TO SAY: "I would love to share with you how L'BRI can help you with that. I can drop by so you can take a closer look to see if it would be something that would be a fit for you." Set a date to get together, ideally within the next 24-48 hours.

Question 5 – Would you or someone you know like more information...

~ If she checked YES or MAYBE...

WORDS TO SAY: "I'm so excited that you want more information about the amazing L'BRI opportunity. I'd love to drop by so you can take a closer look to see if it would be something that would be a fit for you."

Set a date to get together, ideally within the next 24-48 hours. You can give her a Sponsoring Packet or just an Opportunity flyer. If you are new to sponsoring, let your Executive Manager know about anyone you've met who would like more information about becoming a Consultant. She can help you follow up.

Beauty Profiles are a powerful tool for your success

Consistently using *Beauty Profiles* at your Shows and for a customer care follow-up will give you consistent business growth by increasing bookings, sponsoring and reorders sales... your PROFILE for SUCCESS!