

HOSTESS COACHING

Adapted by Evelyn Walls, Independent Sales Director

A class worth booking is a class worth coaching. – Mary Kay Ash

You've booked a class; the hostess has agreed on a date; now what? Time to begin the "coaching" process so that the class will be successful for you and for your hostess.

PRELIMINARY COACHING:

- A. Give her a hostess packet (*immediately when you book – at class, drop off, or mail the packet promptly after the date is booked.*)

Contents of Hostess Packet:

Look Book, Beauty Book, your Hostess Credit Sheet, a Guest List response form, Stamped Self-Addressed envelope (for her to return GL to you), Outside Order sheet, handwritten thank you card from you, your business card, directions to your home or location of class if applicable. *Company Hostess Brochure is professional and includes some of the above – all in one convenient brochure.

- B. **Preliminary Coaching Steps** – Make a note in your date book to call her and make sure she received her hostess packet. When you call her:

- 1) Determine what free products or special hostess gift she'd like to receive. Tell her how she can earn it - explain hostess credit. Ex.: For every person you have attend, you'll receive \$10 of free MK for up to 5 participating guests. So, 1 friend = \$10 free, 3 friends = \$30 free, etc. up to \$50. Find out what excites her – be sensitive to her hot-button!
- 2) Tell her who to invite - those not currently using MK, 18 and older. (*You don't want other people's customers there.*)
- 3) Tell her how to invite – "I have a beauty consultant from MK coming to teach a skin care spa treatment and color makeover. She will be treating us to a free facial; I can only invite 5 ladies and I thought of you because ____ (*you take great care of your skin / you are the life of the party / you need some pampering and girl-friend time*). I would **love** for you to join us! Will you come?"
- 4) Tell her how many to invite. (*Invite 8-10 to have 5 present.*)
- 5) Guest List – "Call, email, or mail me your guests' names & phone #'s within 24 – 48 hrs." This way you can call each guest, ask (3) quick questions about skin type so you can prepare trays in advance. (*This is called Pre-Profiling Guests – Effective!*)
- 6) Outside orders. Give her little sample packets, a Look Book & encourage her to get extra sales.
- 7) Reconfirm dates - be sure to emphasize that she should call back within 24 hours if date needs to be changed. Otherwise, you'll know she's committing to

this date & you'll reserve that time for her. "I will be there rain or shine. You can count on me being there or sending someone better in my place; and I know I can count on you."

TELEPHONE COACHING: (Call back within 24-48 hours of scheduling the appointment.)

- 1) Be enthusiastic - ask her how she's enjoying her products - You "can't wait to see" her! Reinforce how fun it will be at her personalized glamour session.
- 2) Say, "Hi Sandra, this is ____ with Mary Kay. I just wanted to give you a call to find out how many guests you have confirmed for your party next ____" (await response. If favorable, say..."Great! I'll be there about 30 minutes before your class to get everything set up and ready before your guests arrive. (get directions). Thank you, Sandra, I know you are going to have a fabulous class! Be sure to be thinking about what you want to get for FREE!" (If her response was not favorable say... "I understand, Sandra, this **is** a busy time! But, you still have ____ days before your party. I'm sure you can come up with 3 friends by then! And you know what, if you can't find anyone to join you, I'll still come over and we'll do an individual facial just for you! How does that sound?")
- 3) If you did not receive her guest list, give her a quick call and ask for it. When you receive her guest list, send a postcard invitation (section 2) to guests. Send one to her with a note reminding her to call each guest a few days before the class. Also get names and numbers of friends who are unable to attend but would like a makeover; perhaps their booking will count for her.
- 4) Tell her you'll arrive 30 min. early and you need a table & good lighting. Keep refreshments simple.

KITCHEN COACHING: (Just prior to the class)

- 1) Arrive early to set up and spend time with her.
- 2) Give genuine compliment. (about her or home)
- 3) Remind her she is your business partner.
- 4) Hostess credit reviewed -confirm gifts to be earned.
- 5) Check about outside orders and bookings.
- 6) Have her tell you a little about the guests coming.
- 7) Tell her to watch what you do as you feel she might be good at something like this (1st point of 4 Point Recruiting Plan).
- 8) Confirm refreshments should be served *after* the class when you meet with the guests in another room for individual consultations. Confirm the place with her now.
- 9) Can do her advanced color session before guests arrive or just teach her the extra techniques she can go ahead and apply during the class while her guests apply only the basics.
- 10) Ask permission to set up. Getting her to help you may excite her about being a consultant!