

Preparation: The KEY to Avoiding Postponements



1. Book your Hostess using whatever incentive you're excited about. Set a definite date in your datebook.
2. Mail, drop off, or hand your Hostess a Hostess Packet. Coach her through each item in her Packet.
3. Explain the Great Girlfriends List. Encourage her to list every single lady she knows that doesn't use Mary Kay—whether she knows she can make it that day or not. Jot down a date 2-3 days from your coaching time for her to mail the List back to you in your provided self-addressed, stamped envelope.
4. Jot down her Girlfriend List date in your datebook so you know when to expect it.
5. 8-10 days before her Class, mail a Skin Care Class Reminder Postcard to each Girlfriend on her List. Include her name as the Hostess and YOUR phone number for reservations. Jot a quick note at the bottom such as "It's just the girls! We're going to have a blast!"
6. The day before the Class, confirm her Girlfriends. Use our "Words that Work" script.
7. The morning of the Class, call your Hostess and ask her who she has heard from. Add the "yes"s she has gotten to the ones you have gotten. Tell her that number and excitedly share how great her time is going to be. Remind her you'll arrive 45 minutes early to set up and do her makeover using a Trend Looks card. Also be sure to remind her of the Outside Order Form in her Packet—that's more free products for her if she'll just get a couple that day!
8. Whomever cannot make it to her Class, be sure to include them in your next PCP mailing.