

## BOOKING GETS IT—COACHING KEEPS IT!

### Why Coach?

- To establish a rapport with the hostess and to give her confidence.
- To establish a rapport with her guests and solidify the appointment.

### Initial Coaching (When you book it)

- "I want you to get more out of this than you put into it."
- Give her a Hostess Packet\*, have her promise to read it & set up a time within 24 hours to call her for her guest list.
- Make sure she understands how to get \$75 in product for \$35 & ask what she would like.
- Give her ideas about who to invite & what to say-that she will need yes or no answers-reservations only basis.
- Stress "on time" to participate - "early" for special pampering.
- Stress the importance of outside orders & bookings. Say, "\_\_\_\_, this is my business & you can count on me. Can I count on you and if I can I have a special gift for you for keeping your scheduled appointment?" (Wait for reply and shake hands).

### Telephone Coaching (Within 24-48 hours)

- Get names, numbers, & best time to call guests.
- Encourage her to over-invite & to confirm each guests.
- Discuss where to have the class & the individual consultations.
- Keep refreshments simple and to serve them after the class.
- Remind her she gets \$75 in product for \$35\*\*. Find out what she wants to work for.
- If it's her Glamour appointment, remind her to be up to her Foundation (clean face, moisturized, & with foundation) when you arrive.
- Review directions if going to her house & put them in your Date Book.
- Regarding children—we all love them, but this is Mom's Night Out to be pampered. Let's find someone to watch the kids. (Offer a lip-gloss for the sitter from you!)

### Pre-class Coaching (When you arrive)

- Arrive 30 - 45 minutes early.
- Give her a sincere compliment
- Say, "Tell me about your friends who are coming today." (1st pt in recruiting plan) Tell her to watch you.
- Remind her to not offer drinks or refreshments until the end during individual consultations. You don't want them touching their face with dirty hands and blame zit on our products when it was the cookie! He, he, he!
- Instruct her makeover while setting up

### \* Hostess Packet includes:

- Look Books\*
- Hostess Brochure\*
- Business Card
- Team-Building Brochure\*\*
- Team-Building CD\*\*

\*These items can be found on Section 2 under Supplies/Packaging > Brochures

\*\*These items can be found on Section 2 under Team Building/Educational Materials

### \*\*EVERYBODY WINS!

Go through the current hostess program and explain how she can get \$75 in product for \$35 or earn a fabulous Mary Kay gift.

- At least 3 girlfriends
- Keep the original date
- \$100 in sales

An extra \$25 Bonus for collecting \$100 in outside sales or completing a Questionnaire about our marketing plan.

Your class will be a HUGE success when your hostess understands how to do her part. She wants success as much as you do.