

Coaching Is The Key!



“Coach Your Hostess”

Coach your Hostess well before the class. Explain your Hostess program with her in simple, easy-to-understand terms. Explain to her about outside orders and be sure to leave a Hostess Packet.

Be sure you send your Hostess a thank you note or postcard. Sell yourself and sell your Hostesses! *Remember, any class worth booking is worth coaching!!!*

“Hostess Coaching Plan”

Make sure that you complete the following:

- Give your hostess any literature you may wish her to read and review it with her (but don't overwhelm her!)
- Help her make a guest list and encourage her to call as quickly as possible. Emphasize having at least five guests.
- Suggest that the hostess say, “I'd like to invite you to a complimentary make-over at a skin care class conducted by a Mary Kay Beauty Consultant. The class is on a reservation only basis, no maybes!”
- Explain to your hostess that you'll be calling in about two days to get her guest list to profile her guests.
- Ask your hostess to keep it simple. She may serve refreshments after the class if she wants.
- Give your hostess your Hostess Program flier and explain how she will earn FREE product. Ask her which products she will be getting for FREE?
- Encourage your hostess to take outside orders. Remind her that any outside orders turned in the day of her class will count toward her Hostess Program goal. You will want to show her how to fill out the Outside Orders sheet.
- Plant the seeds for bookings and recruiting. Ask her who she thinks would be interested in the career opportunity. You can put an asterisk beside their name to remind you to follow up.
- Be sure to mail her a “Thank You” note.

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“Telephone Coaching”

Keeping in contact with your Hcstess helps to insure a successful class, and a Hostess as a business partner. With each conversation, be sure to always remind her of how exciting it will be to get FREE product. (be sure to be specific about, i.e. “I can’t wait for you to get your Miracle Set for FREE!” *Remember, any class worth booking is worth coaching!!!*

“Telephone Coaching Plan”

Make sure that you complete the following:

- Be cheerful and positive when calling your hostess.
- Review with your hostess how her FREE product is earned.
- Ask for her guest list, including addresses and phone numbers, so you can pre-profile them. Also ask for the name and phone numbers of people who couldn’t attend so you can try to book them later.
- Offer to give your hostess and her guests a Satin Hands Facial just before her class begins. Tell her how much she will love this.
- Remind the hostess having trouble booking of possible sources such as relatives, church friends, neighbors, and work colleagues.
- Remind the hostess to encourage her guests to be prompt.
- Discuss where you’ll be having the skin care class and be sure to let her know your needs. (Review directions to her home)
- Reassure your hostess of your professionalism, and end your conversation with positive, enthusiastic expectations.

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“Kitchen Coaching”

Kitchen Coaching is an old term but never goes out of date. How you arrive and “Coaching your Hostess” before anyone else arrives, will set the tone of the class. *Remember, any class worth booking is worth coaching!!!*

“Kitchen Coaching Plan”

Make sure that you complete the following:

- Be cheerful and enthusiastic.
- Offer her a sincere compliment.
- Confirm the gift or products your hostess is working toward.
- Check with her about outside orders.
- Find out who is coming and ask a little bit about each one.
- Extend a team building invitation to her by saying, “Watch me during the class and see if you would like doing what I do. I think you would be great!”
- Decide where you want to hold your individual consultations.
- Ask her to serve simple refreshments after the class, during the individual consultations.
- If this is your hostess’s second facial, answer any individual color questions. You might want to take her “Before & After” picture for your Color Portfolio.

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“Pre-Profiling Guests”

Coach the guests by Pre-profiling them. Why should I do it, you ask? You thought it was hard? Oh, there's really nothing to it! Just think of it as an insurance plan for all of your “shows” so you can rejoice instead of sighing and woes! The Purpose is to excite, enthuse and educate your potential customers as to all of the fun they're going to have at their facial. Remind them:

- ❖ That the facial & makeover is complimentary
- ❖ That you will have all of the products with you
- ❖ That it is a pamper time just for them

Why do you want to do this? So that YOU can be in better control of your business!

After all:

- ❖ Who knows what to say best?
- ❖ Who can create excitement in potential customers?
- ❖ Who cares most about building her business?
- ❖ Who profits most from a “job well done?”

YOU!

“Pre-Profiling Plan”

Make sure that you complete the following:

- Be cheerful and positive when calling the guests.
- Pre-profile your hostess first so she knows what you're going to be doing
- Call each guest using the following dialogue:

“Hi (guest name) this is (your name) with Mary Kay and I'll be teaching the skin care class (or whatever type of class) on (day) over at (hostess name's) house. I'm sure looking forward to meeting you....do you have a minute for me to ask you a couple of questions about your skin so I can be sure and have all the right products with me? Great!”

(Ask the questions on the profile card; summarize the wording of the multiple choice answers and fill in the balance of the information needed on the right half of the profile.)

“Let me tell you what you have to look forward to....you'll receive a complimentary facial as well as an introductory color make-over! You will get to try basic products and learn basic techniques. I can't wait to meet you on (day). See you soon!”