

HOSTESS COACHING FOR SUCCESS!

Study this section! If you complete each phase of Hostess Coaching for EVERY class and treat every one of your Hostesses like your business partner you will have success IN ALL ASPECTS OF YOUR BUSINESS! Mary Kay always said that, "a class worth booking is a class worth coaching!" By choosing not to coach your hostess, you risk having at least 50% of your Skin Care Classes postpone, cancel, or no show!
Coaching does work if you work for it!



STEP #1—BE SET UP FOR GROWTH!

- ◆ It's important that you decide on your personal goals each month! If your goal is to hold 8 appointments per month, then you should have 24 Hostess Packets made up! This way you have plenty for your original classes booked and plenty for new ones being booked off each class! Below you will find a list of what to put in your Hostess Packets. When you book a class off of a class or over the phone each new hostess should automatically be given or sent a packet!

Marketing CD or DVD **Marketing Survey** ("tell us what you think") **Business Card**
 Look Book (1) **Outside Order Form** **Starter Kit Sheet**
 Hostess Gift Flier **Invitations** **Guest List**

(Optional: You could make an Outside Order form instead of Sales Tickets)

STEP #2—INITIAL COACHING!

- ◆ Step 2 will happen at the time you either book the appointment on the phone, or book a class off of a class! **First**, you will want to walk her through your Hostess Plan and explain how she can get the most free product possible. **Second**, walk her through your 2 Hostess Programs. **Third**, romance outside orders and bookings for the Brush Set. Help her brainstorm areas where she could find extra sales. **Fourth**, choose her Private Makeover look and write it in your date book. **Fifth**, explain to her that you will be calling a couple of days before the class to get the guests names and numbers so that you can call them to ask questions about their skin.

STEP #3—TELEPHONE COACHING!

- ◆ Step 3 should take place approximately 3-4 days prior to the Skin Care Class. Call your Hostess and ask for her guest list for the class. Let her know you will be calling to check with them on their Skin Care Needs and to talk about their coloring! (*This step may be avoided if you receive the names & numbers in the mail or via email ahead of time) After speaking with the hostess, call each of the guests.

Script: "Hi _____, this is _____, I am the Mary Kay Consultant holding the class for _____ on _____, do you have a quick minute? Great! I am putting together a special "goodie bag" for each guest who is planning on attending _____'s class.....will you be able to make it by (time)? Well _____, I am excited to meet you in person, _____ has told me so many wonderful things about you! Before I run, let me ask you a couple of quick questions about your skin! Do you consider your skin to be dry, normal, or combination? And would you say you are fair, medium, or dark in skin tone? What are some of your favorite colors that you enjoy wearing? What one thing would you really like to learn at the class? Well _____, I will have a special seat for you on _____ and your personalized "goodie bag" will be waiting for you! Looking forward to seeing you then!" After speaking with all the guests, call your hostess to let her know how excited her guest are! (cross confirmation)

- ◆ **What's in a Goodie Bag?** Facial Cloth (cut into 2 pieces), 2 Sponge Tip Applicators, 1 Q-Tip, Basic Color Card and maybe a few fun candy treats! Tie it up in cellophane (I like cello treat bags!) with a cute bow & you have a Goodie Bag!

STEP #4—PRE-CLASS COACHING!

- ◆ Arrive 30-45 minutes early. Give your Hostess a sincere compliment! Set up for your class. Ask her where a good place to do Private Consultations is. Do your Private Makeover Session with the Hostess. **Be sure to execute ALL 4 steps of the FOUR POINT RECRUITING PLAN (Career Essentials).** You'll want to practice and memorize it! **Get good at it and you'll be adding bookings & recruits off of every class!**