Consultant Coaching Checklist

Date_____

Hostess_____

Class Location_____

Address_____

Email_____

Phone_____

- ❒ Initial Coaching (Day of Booking)
- ❒ Send thank you for helping me out postcard (Day 1)
- ❒ Send Beaut-evite (Day1)
- ❒ 1st Telephone Coaching (within 48 of booking)
- ❒ Send Email requesting guest list (within
- ❒ Send Customized Color Profile Look (Day 3)
- ❒ 2nd Telephone Coaching (7 Days prior to party)
- ❒ Call to pre-profile guests (48 hours prior to party)
- ❒ Call hostess and remind her to call guests and get outside orders (Night before the party)

INITIAL COACHING

- ❒ "I want you to get more out of this that you put into it."
- ❒ Give her a hostess packet, have her promise to read it & set up a time with 24-48 hours to either call or email her guest list. (Offer free eye shadow)
- ❒ Make sure she understands how to earn the most hostess credit available.
- ❒ Give her ideas about who to invite & <u>what to say</u>- (refer her to the script on her hostess packet) and also <u>what NOT to say</u> – "I'm having this Mary Kay thing, you wouldn't want to come would you?" , she needs to get yes or no answers- reservation only basis.
- ❒ Stress "on time" to participate – "early" for special pampering.
- ❒ Stress the importance of outside orders & bookings.
- ❒ "_____," this is my business and you can count on me to come rain or shine. Can I count on you?

AFTER CLASS

- ❒ Thank you card.
- ❒ Post sales to Weekly Accomplishment Sheets.
- ❒ Fill pink tickets and other sheets. Place wholesale order.
- ❒ Added names to preferred customer list.
- ❒ Follow up with team member prospects.
- ❒ Call & Book the no shows from guest list & referrals from class.

WISH LIST

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1st TELEPHONE COACHING

- ❒ Get names, numbers, addresses, & best time to call guests.
- ❒ Encourage her to <u>over-invite</u> & to confirm each guest.
- ❒ Discuss where to have the class & the individual consultations.
- ❒ "I want this to be super easy for you, so I'm going to do all the work, and you're going to get all the free stuff."
- ❒ Remind her how she earns the most hostess credit.

2nd TELEPHONE COACHING

- ❒ If it is her glamour appt., remind her to be up to her moisturizer when you arrive.
- ❒ Review directions if going to her house.
- ❒ 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!)
- ❒ Keep refreshments simple.
- ❒ Remind her how she earns the most hostess credit.

PRE-CLASS COACHING

- ❒ Arrive 30-45 minutes early.
- ❒ Give her a sincere compliment.
- ❒ Review how she earns her hostess credit.
- ❒ Say "Tell me about your friends who are coming today. Is there anyone coming today that you think would enjoy doing what I do?" (1st pt. in recruiting plan) Tell her to watch you.
- ❒ Remind her not to offer drinks or refreshments until the end—during individual consultations.
- ❒ Instruct her makeover while setting up.

GUEST LIST

Name	Phone	Notes

Name	Phone	Notes