

Class 3: Coaching - If booking is the lifeline to your business then coaching is the heartbeat.

Full Circle Success: Book -> **Coach** -> Sell -> Recruit

Coaching (def.) - _____

Steps to Coach Your Appointments

1. No Guest List = No Party

*How do you get the guest list? _____

*It's totally mental. Simply tell her what will happen.

**Sample Dialogue: "I am so excited about your mineral makeover Saturday @ 2pm. Just reply to my text/ email with your friends addresses and phone numbers. I'll send out super cute invitations to all you invite and that's it. Let's send out at least 15 invites so that 5 show up ok?"*

2. YOU MAIL OUT THE INVITATIONS

*E-vites are definitely _____ the same as physical invitations.

*The cuter the _____, the higher the attendance at the party.

3. The RSVP on the Invite should be the Hostess's Cell or Home number.

*If they don't call the hostess to RSVP? You call everyone 4 days prior to the party to Pre-profile AND get their RSVP at that time.

*If they can't attend? Schedule them for another date so the hostess still gets credit.

Sample Dialogue: "I am so sorry you are going to miss all the fun at _____'s party. You know, I would still love to get together with you individually for your pampering session and that way _____ will get credit for you, I will have a gift for you and that will REALLY help me reach my goal of 30 facials in 30 days. Since _____ day isn't good for you, do you prefer a _____ day?" (pause & silence) **The gift can be a cute small goodie bag of samples with tissue paper.*

4. Make AT LEAST 4 Contacts with the Hostess

* _____ not _____. (There is more than 1)

*Why do we contact the hostess so many times? _____

1. **After the booking** it's best to send a confirmation email as well as a hand written thank-you/ reminder note in the mail.

**Sample note: "Hi _____, It was so great to talk to you the other day. Again thank you for helping me to reach my goal of 30 facials in 30 days. I just knew that I could count on you. I can't wait to see you on _____ at _____ (time). You can count on me to be there rain or shine. I appreciate you and you make a difference in my business. Sincerely, Your Name and phone #"*

2. **After Receiving the Guest List and the Invites are Sent** _____ or _____ the hostess to let her know. If you don't have the guest list in 2 days _____ the hostess to have her send them ASAP.

Sample text: Hi _____, it's _____ (your name) w/ MK. Pls send/email me your guest list within 24 hours for an x-tra special gift!! Thanks, _____ (your name) 😊

*If you don't have the guest list in 4 days, double book!! Don't hold the date for a party with no guest list. Remember NO GUEST LIST = NO PARTY.

3. **To Remind the Hostess** about the perks of the hostess program and find out who has responded. Make sure you have a GREAT hostess program and remind her about all she can earn! Also to see if the hostess has _____. Now is a great time to ask her favorite _____ for the gift you are putting together for her and to ask where the table/ lighting is best for the class. (usually a kitchen or dining room)

4. **To Thank the Hostess** after the party, a hand written thank you card is a must!

**Sample card: "Thank you so much for helping me reach my goal this month. I had a wonderful time with your friends/ family at your lovely home. You were an amazing hostess and you deserve all the fantastic Mary Kay gifts you've earned. I am blessed to have you as my customer. Sincerely, _____" (your name)*

5. Pre-Profile the Guests

Pre-Profile (def.): _____

Ask these 7 Questions (as you complete her Customer Profile Card) for those attending.

1. Have you tried MK products before? (If yes, investigate when, outcome & consultant)

2. How would you describe your skin tone? _____, _____ or _____?
3. Which best describes your skin type? _____, _____, _____ or _____?
4. Would you describe your skin as _____? (Investigate more with questions).
5. What would you most like to _____ or _____ about your skin? (Puffy eyes, dry lips, fine lines etc...)
6. What are you most looking forward to at the party/ class.
 **This will help your party/ class to _____ when you share this information with the _____.
7. What friend are you bringing for a FREE gift?

WHAT TO PUT IN THE HOSTESS PACKET? A current catalog, outside order forms, your business card, your Hostess program or the Hostess brochure from the company but MOST IMPORTANTLY THE _____! I offer a gift for 24-48 hour turn-around time.

KITCHEN COACHING

This happens after you arrive for the party with a great attitude, having left all of your personal challenges at the door and ready to be “all about them” and make the guests feel special.

1. Ask the hostess who of her guests does she think would make a great _____?
2. Ask the hostess who of her guests does she think would make a great _____?
 What about ____? Ask her to watch what you do during the class to see if she could imagine herself doing what you do.
3. Remind her that snacks are best served at the end while orders are being placed.
4. Ask where is a good place to work with individuals privately at the end of the class.
5. Show the hostess how to do Satin Hands so that she can do Satin Hands with guests while you match foundations.

