

GETTING GUESTS



Making the Most of your Mary Kay Time or, WORKING SMARTER NOT HARDER!!

Did you know that more women decide to become Beauty Consultants at guest events and unit meetings? If you are attending these events without a guest, you are missing the boat! You could be building your team and your FUTURE at the same time as you are building your business!

Who do you bring?

Your hostesses, your customers, or anyone! *Recruitable* guests are best, i.e. they are at least 18 years old; they have usually tried the product - unless it is an event where we will be doing that. Better prospects would include: they are using the product, they like people, are not always in crisis mode, have financial stability, and are "hungry" for something more in life.

How do you ask/invite them?

"You were my favorite hostess this week. I'd love to honor you (or show you off) at my Success Night this Tuesday."

"I'd love to have my Director and sister consultants meet you."

"You can learn more about what Mary Kay has to offer at our Success Night. I'd love to have you as my guest"

"I'd love to have you as my model at our Mary Kay event this Tuesday."

"I would love to give you that _____ as a gift if you'd be my guest this Tuesday at our Success Night."

(Give her a product she wants, or offer it at half price if it's a high-end item.)

Secrets to get Guests there:

First Rule ASK!

1. Number One Cardinal Rule: If you *really* want them to be there - PICK THEM UP! Insist on it! Tell her you offer "chauffeur service". If it is just too far, or not feasible, meet at the mid-point and go together in your car.
2. ENTHUSIASM! And persistence! Not this week? How about NEXT week? Don't give up!
3. Offer free or half price product as a gift. Bribery will get you everywhere.
4. Call your Director and let her know the names and numbers of your confirmed guests by noon the day before. That way, the Director can COACH your guests to come! This works particularly well for model nights or big group events.
5. Let her know ahead of time how we dress so she won't feel out of place.
6. Add 30 minutes to the end of the event and tell her that is when it's over, so she can stay to hear marketing and is not rushing out to leave!

What do I do with my guest when I get to the Event?

1. Be Prepared! Have your skin care or glamour samplers, mirrors, etc. ready beforehand. Bring recruiting literature, CD's & agreements.
2. Find your Director immediately and introduce her to your guest: "Nancy, I am so excited to introduce my best hostess, _____ I'm honored she's here with me tonight!" (or, great customer . . . or beautiful model . . . whatever applies) Make the guest feel special by putting the focus on *her* - not the Director.

3. Make her feel special by offering to get her a drink or snack. Introduce her to sister consultants before you leave to get refreshments, so she is not standing alone waiting for you.
4. Get a name tag (at the sign-in table) for her so other people can use her name and make her feel welcome. Put her name on it and stick it on her!
5. If you are asked to introduce her to the group, make sure you make her feel comfortable. Tell how you know/met her and what qualities you see in her that led you to invite her: "I felt she would make a great model with her pretty eyes", etc. AVOID putting pressure on her about recruiting. Try not to mention recruiting at all - just PRAISE her for why you think she is special and let her know you are excited to have her!
6. Encourage her to stay and listen to the business information if it is offered. If it is not, your Director WILL do it for you if you bring the guest to her!
7. **DON'T MISS THIS ONE** As you are leaving, say "Let's go say goodbye to Elizabeth." FIND the Director and stand nearby if she is talking to someone, but do not interrupt. Know that it is the Director's #1 goal at the end of a meeting to connect with each of the recruitable guests, so she will see you and make a point to talk to you! Please be patient! When it is your turn, say "Elizabeth, ___ and I are leaving and just wanted to say goodbye." By repeating the guest's name, the Director can address her warmly in case she's forgotten! Plus the Director can find out the guests' thoughts and feelings and offer to share more, if appropriate. **THIS IS VERY IMPORTANT!!**

On the Ride Home

Ask her questions: "What did you enjoy most about tonight?" or, "Do you have any (more) questions about Mary Kay" or, "What, if anything, would prevent you from giving it a try?" (if the Director has not already) LISTEN to her and try to respond honestly and briefly, OR, you can talk about how excited you are that she's (already) decided to join us! Paint the picture of BIG dreams and a BIG, exciting future!

WHAT CAN I DO IF I DON'T HAVE GUESTS OR MY INVITED GUESTS DON'T COME?

Sometimes it's hard on our feelings when we were expecting a guest and she doesn't show (see #1 Cardinal Rule above). Please try to refrain from saying things like, "Well I DID invite five guests but none of them came." It makes us feel better to let everyone know that we made the effort - but a statement like that is not positive and it paints a picture to the other guests and consultants that Mary Kay is hard - that no one wants to come, or that finding people is difficult.

INSTEAD, or if you do not have a guest:

Greet other consultant's guests WARMLY. Welcome them and ask questions about them and what they do, if you have the opportunity. Know that the same will be done for YOUR guests next week! Let the Director talk to the guests first after the meeting/event. Resolve to get on the phone and find some guests of your own for next week!

**DON'T MISS each and every opportunity to work your business * FULL CIRCLE!
Bring guests and watch RESULTS happen!**

* Full Circle= Book- Coach- Sell- Re-Book- Guests- Recruit- Book- Coach- Sell- Re-Book- Guests-Recruit, etc.