

Coaching

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Coaching is essential in order to maximize the results of your skin care class. Mary Kay always said, “a class that’s worth booking is worth coaching.” I can remember many times as a consultant just “showing up” to the skin care class and crossing my fingers... hoping for the best. I hadn’t coached the hostess or preprofiled a single guest... yet somehow I expected success. Preprofiling and coaching are the two key ingredients missing in many consultants recipe for success.

We coach the class three times:

- Preliminary Coaching
- Telephone Coaching
- Kitchen Coaching

Preliminary Coaching:

- a. Hostess packet/go thru material in person or on the phone.
- b. Help hostess set goal.
- c. Confirm date and time.
- d. Gives samples to help with outside orders.

Telephone Coaching:

- a. Obtain guest list.
- b. Check on status of outside sales.
- c. Remind hostess to keep refreshments simple.

Kitchen Coaching:

- a. Where would she like you to set up for class/satin hands?
- b. Hold refreshments until end of class.
- c. Fill outside orders.
- d. 1st point of 4 point recruiting plan, “Who’s coming tonight that might be interested in doing what I do, how about you?”