

How To Coach a Guest Before the meeting or event:

- Do Inform your guests ahead of time about the meeting or event. Tell them, for instance, that everyone will be dressed professionally and that information about the opportunity will be shared.
- Do pick up your guests and personally drive them to the meeting or event.
- Do put Mary Kay on the back burner while in the car and spend time gathering personal information about your guests to see how Mary Kay can best meet their needs.
- Do have guests fill out a profile sheet before the meeting starts.
- Do introduce your guests to the Sales Director before the meeting or event and to as many other Consultants as possible.
- Do sit close to the front.
- **Do let other Consultants introduce their guests to the Sales Director first before you talk to the Sales Director about other business.**

During the meeting or event:

- **Don't** introduce your guests in a way that will make them feel uncomfortable. For example, **DO NOT SAY**, “This is Nancy Jones, one of my customers. I sure hope she signs up tonight!”
- **Do** introduce them in a positive and affirming way. For example, **DO SAY**, “This is Nancy Jones, she was one of my awesome hostesses! She has such a positive attitude and LOVES her Mary Kay products! I’m so excited to have her as my guest tonight!”
- **Do** be prepared with one of these statements to use wherever appropriate when portions of the marketing plan are presented:
 - You love the product!
 - Do you realize how much *you've* spent with me this last year?
 - You owe it to yourself and your family.
 - There's never been a better time to be a part of Mary Kay.
 - You have everything to gain and nothing to lose.
 - We would have so much fun together!
 - I would love for us to team up together!
 - I will help you every step of the way.

After the meeting or event:

- **Do** bring your guests to the Sales Director before leaving so that she can assess their interest in hearing more about the opportunity.
- Do save any questions you might have for your Sales Director until after she's said goodbye to all the guests.
- Do ask your guests on the drive home if they had fun, what they liked, what appealed to them most and if they had any questions; then give them a team-building packet.
- Do call your Sales Director after the meeting to discuss your guest's interest level.