

Set the Pace for **SUCCESS**

Information on Coaching

Mary Kay use to always say that a class worth booking is worth coaching. In some cases postponements and cancellations can't be avoided and it truly goes with the territory. **BUT**, there are steps you can take to insure that a class will hold. Coaching may be the answer!

Here are some suggestions once an appointment has **BOOKED**:

1. The success of that appointment all comes back **TO YOU!**
2. Give your hostess your datebook and let **HER** write in her name, address and phone number next to the time you've jotted down: Psychologically, this is like signing a *contract*. *Your hostess* will **see** that your datebook is full and that you are serious about your business (so make sure your datebook **LOOKS** full),
3. Shake hands with your hostess! This may seem silly, but it is a subconscious signal that says: 'This is a **GENTLEMAN'S AGREEMENT!**' This lets her know that your Mary Kay business is not a hobby with you!
4. Be **ENTHUSIASTIC** when *talking about her class or collection preview, and don't* be in a hurry to leave once you have the date on your books. **TAKE THE TIME TO LET HER KNOW THAT YOU CARE ABOUT HER!**
5. Suggest to her that you will be **BUSINESS PARTNERS** for that day. If she will do everything to help you, you will do so much to give her the greatest class or collection preview you've ever done! **THEN DO IT!**
 - Give hostess packet and review it with her. You might be careful not to overwhelm her with too much information.

Kathy Goff-Brummett recommends that you include the following in a Hostess Packet:

- The *Look Book*
- Outside Order forms
- Letter explaining how to partner with you to make a successful class/party.
- Suggested script that the hostess can use to call her guests
- Suggested guest list
- A flier to explain your hostess program-
 - The S.H.O.T Hostess flier or
 - The Company Hostess Brochure which can be purchased through MK Section 2.
- A piece of team-building material

6. Tell her exactly how to invite her guests and how many. Never assume they know how to do this just because they attended one. Some hostesses overdo while some underdo.

- Help her make her guest list and encourage her to invite eight to ten people in order to get five guests.
- Give the hostess a suggested script to follow when inviting guests, and encourage her to make the calls as quickly as possible.
- Explain the hostess program and ask her to set a goal.

7. Find out what your hostess wants. WHAT'S IN IT FOR HER? Have her write this on a "wish card," which could be a 3 x 5 card. Then suggest other things she might WISH for. Then YOU write on the back of her card what it will take in sales to get what she's wishing for.

- *For hostess orders, suggest one or two things she could sell and give her a goal of selling \$50 - \$100 before the appointment. Call her every few days to see how many more items you need to deliver to her. This will keep her enthused and let her know you are thinking of HER! She will also see how easily the product sells, thus priming her as a prospective team member.*
- **Ask the hostess to keep it simple. She may want to serve light refreshments following the class.**
- *Plant the seeds for future bookings and team building. Ask her who she thinks would be interested in the Mary Kay business opportunity. You might put an asterisk next to the names she offers.*

CROSS-CONFIRM GUESTS!!

8. When two or three appointments are booked for the same week, put the hostesses in a contest against each other. Then present a SURPRISE GIFT to the highest hostess for the week, at your meeting!

9. Send a personal note or give her a call. You might say, "It's because of you that my business as a professional Beauty Consultant is so rewarding! I'm looking forward to doing your class!"

10. Let each hostess know that your High Hostess of the Week will be your guest at the next unit meeting. Your Sales Director will be happy to present her with a special ribbon, if you let her know ahead of time. Remember, many Sales Directors were once a hostess at a class!

11. In order to avoid a postponement, don't give a hostess a reason to postpone. Stay in touch with her and enthusiastically encourage her in everything she does, no matter how small or insignificant it may seem.