

Checklist for Coaching Your Hostess

Any class worth booking is a class worth coaching.
Make the most of your time and hers!

Hostess Name: _____

Class/Party Date: _____

**Date
Completed**

Activity

1. _____ **Class/Party Scheduled**

2. _____ **Hostess Packet**

Give packet at the time of booking or mail immediately.
Review packet w/hostess. Explain pre-profiling and coach her to let her guests know that you'll be calling with some simple questions.
Packet should include:
Business Card, Hostess Program
Beauty Books and/or Look Books
Outside Order Form
Guest list self-mailer
One piece of Company literature and/or tape

3. _____ **Note of Acknowledgement**

Mail her a note the same day appointment is scheduled.
"One of the many benefits of being a Mary Kay consultant is meeting and working with wonderful people like you! I'm excited about your class/party on _____. I will call you on _____ for your guest list if you haven't already sent me your guest list mailer. Don't forget you get a free lipstick for mailing your list within 48 hours!

4. _____ **Call Hostess for Guest List**

Be enthusiastic! Call hostess for pre-profile and/or "My Director" personal beauty profile.
Get names and numbers of guests.
Review key points about being a Hostess...simple refreshments after the class not during, her hostess credit, importance of starting on time, etc.
Plant booking and recruiting seeds.

5. _____ **Send Reminder Card**

If applicable, send postcard 3-4 days prior to the class/party.
"_____, I know you're going to be a terrific hostess! Can't wait to meet your friends and help you win lots of FREE products! See you on _____ at _____.

Date
Completed

Activity

6. _____

Call Guests

Be enthusiastic! “Hi, Mary. This is Jane Smith with Mary Kay and I’ll be your consultant at Mary Beth’s house on Friday night. Do you have a couple minutes or are you busy with your family? I just need to ask you a few questions about your facial skin so I can bring the proper products to Mary Beth’s party.”

Ask questions on the profile and/or “My Director” personal profile.

7. _____

Call Hostess One Hour Before Class

Be enthusiastic! Confirm your directions, how many guests, outside orders, bookings, etc. “May I bring a consultant with me to observe? It’s part of our training program?”

8. _____

Kitchen Coach the Hostess

Arrive 30 minutes before the guests are scheduled to arrive.

Give sincere compliment to hostess about her home.

“Who’s coming today that you think would be good doing what I do? Mary Beth, how about you? It’s not for everybody, so just watch what I do today and we’ll chat later about whether this is something that may be of interest to you.”

Tell her you offer free products for referrals who become qualified consultants.

Establish when and where she’ll serve refreshments.

Explain the importance of the individual consultations after the class and agree on a place you can sit away from everybody else. This is where you do your selling so she gets the most free product as possible!

Ask her to make positive comments about our products and services during the class. You are business partners during the class.

Seat your hostess to your left and the “sparkler” to your right. Make your hostess feel like a Queen!

9. _____

Thank You Notes

Send hostess a thank you note the day after the class.

“Thank you so much for inviting me into your home for your party! You were a terrific hostess and I really enjoyed meeting your friends.”

Or

“It’s people like you who make my Mary Kay career so enjoyable! Thank you for having me over to share Mary Kay with you and your friends.”

To guests: “It was a pleasure meeting you last night at Mary Beth’s house. I look forward to serving you for your skin care and beauty needs. Thank you for attending.”

Hostess coaching is merely establishing rapport with your hostess. Letting her know her role in the success of the class/party. Helping her achieve her goal in hostess credit and asking for booking referrals and potential recruits.