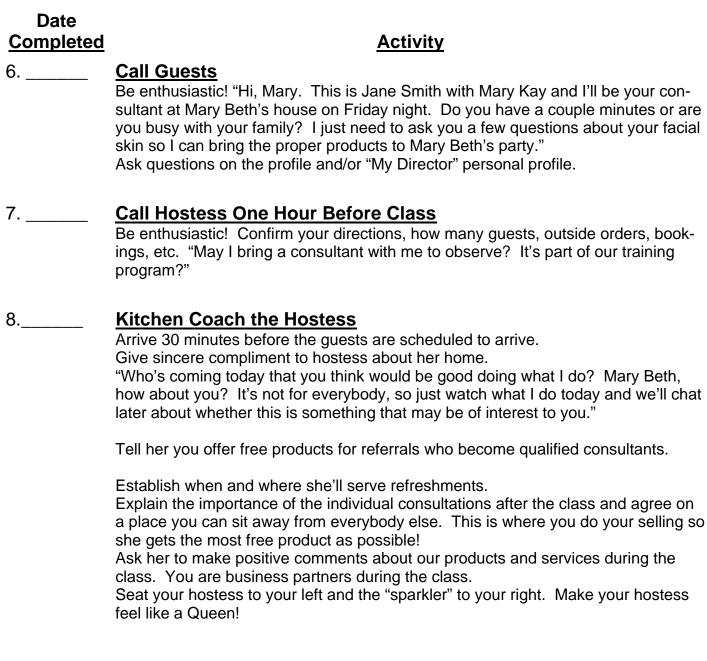
<u>Checklist for Coaching Your Hostess</u>
Any class worth booking is a class worth coaching. Make the most of your time and hers!

Hostess N	ame: Class/Party Date:
Date <u>Completed</u>	<u>Activity</u>
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 Hostesssimple 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 EREE products! See you on the case of the control of the control of the control of the case of the control of the case of



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.