

Hostess Coaching the Mary Kay Way

Mary Kay always taught, *'The Hostess is your business partner!'*

Booking is fun, when customers or guests want more than their budget dictates, ask, *"How would you like that, full price, 1/2 off or FREE?"*

The purpose of the party is to **'fill the requests'** of the Hostess:

- Ask her how much **MK she desires FREE!** (Let her know how hostess credit works; \$75 for \$35, 10-15-20% or \$10 for each \$25 purchasing Guest that attends)
- Decide on her prize for handing in to you her guest list of 10 or more. (Suggestion: empty custom compact)
- Have her decide on choice of **Booking Prize for 2 Bookings from her class**, 3 bookings from her class. (Suggestion: Travel Roll-Up Bag, Brush Set)
- Offer her a **Prize for having 5 outside orders** waiting for you when you arrive at her party. (Suggestion: an empty Color Pro Compact)

Use **Company Hostess Brochure** and make notes inside which prizes she selected to WIN! (10/\$3.00)

Ask Hostess if she prefers to call, email or mail her invitations to her guests...be sure you keep **invitations** on hand to present to her at the moment of booking her class.

When a guest at a party or customer decide to **EARN FREE**...always determine what amount she desires and set the date of her party...many times they will be unsure and say "I want to get back to you with a date". It's strongly suggested that you use the **'TENTATIVE BOOKING APPROACH'**, "I know you'd like your hostess to get credit for your party booked, so why don't we do this, let's pencil in a tentative date, and as you invite your guests, if the date doesn't work, call me and we'll change the date." **Parties with dates seem to hold more often than not.**

Arrive 30 minutes early to all parties with the intent of following up with Party challenges: Ask her to turn in the Hostess Brochure with the completed guest list for her prize. (If she doesn't have 10 names and addresses, tell her she can still complete the list in the next 20 minutes!) Ask her who's **NOT** coming? Usually you'll hear all the excuses of those not attending, then suggest to her that she may choose to book herself again to invite those that **COULD NOT** make it, this may help insure that she gets her **2 Bookings for her Prize!**

Lastly, ask her for her **5 outside orders**, if she is short, also encourage her to use the remaining time prior to the class and call those not attending for an order to help her reach her goal! (You may choose to lay the Color Pro compact in front of her, may really inspire her to get those 5 orders!)

One Last Tip: Mary Kay taught us to have **'Book to Look Envelopes'** for the middle of the table. 6-10 small envelopes with a fun 'instant' prize to win that day. Throughout the class you repeat 2nd facial and booking to help the Hostess win her booking prize, if they should decide to book at any time, they may grab up an envelope and win that prize that day! Inside you may tuck in \$5 off your order today, or set of applicators, a package of beauty blotters, etc. **'Curiosity always gets the cat!'**