

CLASS 3 COACHING



Also check out the Start Something Beautiful DVD from the Starter Kit
Select "How To Hold A Party"
Then "Coach Your Hostess with Regan Danforth House"

Definition: Coaching -- The art of keeping your appointments on your calendar

Congratulations! You booked a PARTY! Now let the coaching begin...

Coaching Your Hostess

The Hostess Packet

Give a Hostess Brochure and explain the Hostess Credit.
My favorite is "\$75 for \$35 which is \$40 FREE" (this only costs you \$2.50)

The Thank You Note

Once you've booked a skin care party, you may want to send your hostess a thank you note. This note should be handwritten and sent via snail mail. Remember, coaching is all about building relationships. In a day and age where everything is so digital, women appreciate the old fashioned pen to paper and a stamp method! Here's an idea of what you might write:

Dear Mary,

It was so great to talk with you today! I'm really looking forward to your skin care party on Thursday, September 4th at 7 PM at your home. I will arrive 30 minutes early to set up so that everything is just perfect when your guests arrive. We are going to have such a great time together, and I can't wait to meet everyone!
Sincerely, (Your Name)

Telephone Coaching

* Two days after you book your skin care party, you'll want to call your hostess to get the guest list and coach her. You can use the following checklist to help you with telephone coaching:

- * Be cheerful and positive. Tell the hostess the party will be fun!
- * Review the Hostess Program. Show her how it can benefit her.
- * Ask for guests names and phone numbers so you can pre-profile them.
(More on pre-profiling below)
- * If your hostess is having difficulty completing her guest list, offer assistance by reminding her of possible sources such as relatives, neighbors, church members and work associates. Build her confidence and rekindle her enthusiasm for her party.
- * Ask your hostess to encourage guests to be prompt.
- * Determine a good location in her home for the party. Make your needs known, including when and where to serve refreshments.
- * Reassure her of your professionalism by letting her know that you will be there, no matter what.
- * Review directions to her house.
- * End the conversation with positive, enthusiastic expectations for the party.

SUPER IMPORTANT!!!! No Guest List = No Party

- * You must get a guest list from your hostess. Most of the time if you do not have a guest list to coach, your party will cancel! Even if it is your mom, best friend, etc. that party rarely turns out to be worth your time. Getting a guest list within 48 hours of booking the appointment is CRITICAL to your success.
- * How? Expect it. It is totally mental. Tell her what will happen.
- * You may want to offer to bring her a free gift to her party for providing the guest list within 24 hours. You can offer her a free product, use the customer gifts from Mary Kay, or give her some other incentive.

Sample Dialogue:

"I am so excited about your party on Saturday @ 2pm. We are going to have such a great time. I want you to think of me as your personal party planner! I will handle all of the details for you! All that I need from you are the names, email addresses, and phone numbers of the women that you would like to invite and I will take care of your invitations and RSVPS. I also need to contact everyone prior to the party to qualify them for your hostess credit, and to get their skin types and preferences so that I can customize each person's products and make sure that I am prepared. Will you be able to provide that to me tomorrow or the next day?"

YOU Handle All the Invitations

- You have two choices of invitations: e-vite or paper.
- Do not leave it up to your hostess to invite everyone. Why? Because she may get busy, forget, wait until the last minute, etc. If I told you, "I am having a party this Saturday at my house at 7pm, want to come?" You may not take me seriously. However, if you received a super cute darling invitation in the mail from me wouldn't you feel honored and special? Of course you would!
- Remember, that while your hostess may have all the best intentions, she may not have all the time in the world OR she may not have your party high up on her list of priorities. Take this responsibility away from her and determine your own paycheck. Never let someone write your paycheck for you. (a.k.a. don't let someone else do your work for you)
- Mary Kay has a great e-vite for you on www.marykayintouch.com. It is under "Business Tools" and is called the Beaute-Vite® Party Planner. It is a great way to keep track of RSVPs!

Pre-Profile the Guests

- Pre-Profiling gives you opportunity to begin establishing a relationship with your hostess' guests. You will ask them a few simple questions that will build the relationship, give you important information to be able to prepare for the party, and will also allow you to confirm attendance.
- Have a Customer Profile Card (found in your Starter Kit) for each guest. Put the answers to her questions on this card.
- Please note: you will also want to pre-profile guests that you are bringing to your unit meeting as well.

Sample Dialogue:

"Hi this is _____, the Mary Kay Beauty Consultant who will be at Suzie's party this weekend. I am calling to ask you a few things about your skin care and makeup preferences to make sure that I bring the right things for you. Do you have a quick minute?"

1st: Have you ever tried Mary Kay? (This helps to ensure that she doesn't already have a MK Consultant. Let her know that she is welcome to join you at the party, but you will be referring her back to her Consultant after the party.)

2nd: Which would best describe your skin type: Dry, Normal, Combination or Oily?

3rd: *Is your skin Ivory, Beige, or Bronze?*

4th: *If you could change one thing about your skin what would it be?*

Ok great thanks! Now, one more thing, Cindy. Suzie and I will be there on Saturday, rain or shine. Suzie is really counting on you being at the party so that she can max out her hostess credit. If something crazy happens and you can't be there, would you be so kind to let us know so we can invite someone else to fill your spot? Great! We will start the party promptly at 2pm so if you could arrive by 1:45 that would be great. I don't want you to miss any of the party!

I'm really looking forward to meeting you! Have a great day!"

What if you get voicemail?

Leave a message. A lot of women don't pick up numbers that they don't know or may not be able to respond right away. Give her options. Here is an example of a message that you could leave:

"Hi! My name is _____ and I am the Mary Kay Beauty Consultant who will be conducting the party at Suzie's on Saturday at 7pm. I just wanted to call and introduce myself and ask you four quick questions about your skin. Feel free to leave me a voicemail or text me back with your answers.

1st: Have you ever tried Mary Kay before?

2nd: Which would best describe your skin type: Dry, Normal, Combination, or Oily?

3rd: Is your skin Ivory, Beige, or Bronze?

4th: If you could change one thing about your skin what would it be?

Again my name is _____ and my number is _____. Thank you so much and I look forward to hearing from you!"

*****Very Important*** What if they can't attend? Schedule them for another date and time. This will still give the hostess credit.**

Sample Dialogue:

"I am so sorry your going to miss all the fun at Suzie's's party. You know, I would love to still get together with you individually for your pampering session and that way Suzie will still get credit for you and that will REALLY help me reach my goal of 30 facials in 30 days. Since Saturday day isn't good for you, do you prefer a weekday or a weekend? (Pause & silence). Morning or evening? Then proceed to book her in the time slots that you have available.

Set the tone for all future business with Coaching

- * A guest who has been properly coached for a party, makes for a great future hostess. She will understand why a guest list is needed, and will know exactly what you will say when calling her guests. She will feel 100% comfortable giving you the phone numbers for her friends.
- * Coaching is worth its weight in gold! A party that is properly coached is ALWAYS more profitable than one that is not! Put coaching into your daily routine.

Very Important Coaching Tip

Always remind your guests of an event 24 hours prior to the event. This is NOT to confirm... you have already confirmed with her. You also never tell her in advance that you are going to give her a reminder call, as that would give her an "out." However, communicating with her the night before the event does tremendously increase the odds that she will show. If needed, you can remind without actually using the word "remind." You can ask a question about her free gift, directions, etc. The key is communicating with her 24 hours prior to the event so that it is FRESH on her mind and still a PRIORITY to attend. You can even ask your hostess to do this the night before her party for an extra gift. This part of coaching is PRICELESS!! It makes all the difference in the world.

Last Minute Hostess Coaching

The day prior to the party, give your hostess one last phone call. She may have last minute questions for you, and this is also a good time to give her an update on her RSVPs. It also reaffirms her commitment to being a hostess. Share with her some of the positive comments that her guests told you. You could say something like this:

"Hey girl, it's Leigh Ann. I just wanted to check in with you about your party tomorrow. I have everything ready! I just talked to your friend Sherry, and she said she is really looking forward to a night out. I also talked to Kristin and she mentioned that she has been looking for some anti-aging products for awhile now so she's looking forward to coming too! If you need anything just give me a buzz, and I will see you tomorrow at 7!"