

Coaching Is The KEY!

by NSD Dacia Weigant

Booking is the lifeline of your business.

1. **Make a list** (who would give their opinion, be a mode, etc.)
30 minimum.
2. **Mark your date book** - when will you work your Mary Kay® business?
3. **Practice your script.**
Will you be wimpy or confident?
Remember, you are not asking for a favor, you are offering something wonderful!
4. **Practice working through the 4 or 5 objections:**
No Time Tried MK once-broke out
No Money Use __ brand
5. **Schedule an uninterrupted time to call.**
6. **Call until you get 8-10 scheduled in the next 2 weeks.**

Booking Get it - Coaching Keeps it

Why coach?

- To establish a rapport with the hostess & to give her confidence
- To establish a rapport with her guests & solidify the appointment

When do we coach? - 3 Opportunities

Hostess Packet

- Look Books
- *It's Girl Time* Hostess Brochure
- Business Card
- It's the Perfect Opportunity Brochure
- It's the Perfect Opportunity CD

EVERYBODY WINS!

Go through the New *It's Girl Time* program and explain how she can get \$75 in product for \$45 or earn a fabulous Mary Kay® Gift.

- At least 3 girlfriends
- Keep the original date
- Get 2 new bookings

An extra \$25 Bonus for collecting \$100 in outside sales or completing a Questionnaire about our marketing plan.

Your class will be a HUGE success when your hostess understands how to do her part. She wants success as much as you do.

She needs you to show her how!

Coaching Check-off Lists

Put the following Coaching Check-off Lists on index cards and use one for each and every class!

Initial Coaching (When You Book It)

- "I want you to get more out of this than you put into it."
- Give her a Hostess Packet, have her promise to read it & set up a time within 24 hrs to call her for her guest list.
- Make sure she understands how to get \$75 in product for \$35 and ask what she would like.
- Give her ideas about who invite and what to say - that she will need yes or no answers - reservation only basis.
- Stress "on time" to participate - "early" for special pampering
- Stress the importance of outside orders & booking. Say "___, this is my business and you can count on me. Can I count on you and if I can I have a special gift for you for keeping your scheduled appointment?" (Wait for reply and shake hands).

Telephone Coaching

(Within 24-48 hours)

- Get names, numbers, & best time to call guests.
- Encourage her to over-invite and to confirm each guest.
- Discuss where to have the class and individual consultations.
- Keep refreshments simple.
- Remind her she gets \$75 in product for \$35. Find out what she wants to work for.
- If it's her Glamour appointment, remind her to be up to her Foundation (clean face, moisturized and with foundation) when you arrive.
- Review directions if going to her house and put them in your Date Book.
- Regarding children - we all love them, but this is Mom's Night Out to be pampered. Let's find someone to watch the kids. (Offer a lip-gloss for the sitter from you!)

Pre-Class Coaching (When you arrive)

- Arrive 30-45 minutes early.
- Give her a sincere compliment.
- Say, "Tell me about your friends who are coming today". (1st pt. in recruiting plan) Tell her to watch you.
- Remind her to not offer drinks or refreshments until the end during individual consultations. You don't want them touching their face with dirty hands and blame a zit on our products when it was the cookie! - He, he, he!
- Instruct her makeover while setting up