

# HOSTESS COACHING FOR SUCCESS

## THINGS TO REMEMBER:

When you meet opportunity with preparation you will achieve success!

You will need to be committed to the cause!

The Personal Touch with your business equals success!

Carry postcards & stamps with you all day – every day.

\*\*\* Once you have booked the party, follow the process below for success with coaching your Hostess and achieve a 90% hold rate. The handwritten postcards is the key! If you choose not to Coach your hostess, you risk having at least 50% of your parties cancel.

## BE SET UP FOR GROWTH

When you book a party on the phone, each new hostess should be given a hostess packet so she knows “What’s in it for her.” When you are booking someone from a party, you will need to give her a Look Book & 5 Sales Tickets along with the Fast Fun Facts & Hostess Plan we put in the goodie bag.

### Hostess Packet

\*Hostess Plan \* Look Book \* Business Card \* Fast Fun Facts \* 5 Sales Tickets

### Goodie Bag:

\* 2 Facial Cloths \* 1 eye shadow applicator \* Q-tip  
\* 4 super jumbo cotton balls \* 1 mascara wand or mini mascara  
\* Beauty Book & sales ticket \* Hostess Plan, I’d love Your Opinion, Fast Fun Facts

## WE COACH OUR HOSTESS 3 TIMES:

### 1. PRELIMINARY COACHING:

- a. Hostess Packet / go through the material in person or on the phone
- b. Help hostess set a goal – what she’s going to get for free
- c. Confirm the date and time
- d. Outside orders from those who cannot attend - counts towards party sales

Set the time in your date book to call her in two days to get the guest list. **NO guest list = NO party**

AFTER BOOKING THE PARTY: **Send out the Postcard #1 IMMEDIATELY to confirm the date.**

**Postcard #1:** “Dear Suzie...Thank you so much for helping me reach my goal of (whatever your goal is) I knew I could count on you! I can’t wait to see you on \_\_\_\_\_@\_\_\_\_\_. You can count on me rain or shine! Living the Dream, (Your Name)”

## 2. TELEPHONE COACHING (2 day phone call)

### a. Obtain the guest list.

You may have gotten your guest list with names & phone numbers if this hostess came from a party. This phone call is made if not all the addresses were given to you.

If you are booking this party by phone, not from a party, you need to get her guest list in the next 48 hours so you can mail invitations to the guests.

### b. You want the hostess to be excited about her Hostess Credit.

“Have you looked through the book to see what you would like to earn with your hostess credit? Don’t forget to pass around your book to anyone who can’t make it as the outside sales will count in your party total.”

### c. Remind her to keep refreshments simple & no men or kids it’s girls night out.

### d. **Mail Postcard #2:** The Hostess Plan

**Postcard #2:** “Dear Suzie, thank you so much for helping me reach my goal. I had to send you a postcard of what you are going to get for free on \_\_\_\_\_. I love giving away free product. We’re gonna have so much fun! Thank you again! Living the Dream, \_\_\_\_\_ (Your name).”

### e. Now that you have the phone numbers & addresses of the guests attending, mail them a party invitation. If the hostess was unable to get the addresses, when you pre-profile the guest, ask for her mailing address.

**Postcard #3:** Mail the hostess the same postcard you are mailing her guests and write on it, “Hi \_\_\_\_\_, this is the postcard I mailed to all of your guests! Can’t wait to meet you girls! Living the Dream (Your Name)”

## PRE-PROFILE THE GUESTS: Page 38 “Start Something Beautiful”

Call or text each guest and answer the following questions from the Customer Profile Card:

- (1) Is she dry, normal, combination or oily
- (2) Is her skin tone ivory, beige or bronze
- (3) If you could change anything about your skin in the next two weeks, what would you love to change?

## 3. KITCHEN COACHING: (arrive 30-45 minutes to set up for the party.)

- a. Where would she like you to set up for the party/demo satin hands/private consultation
- b. Hold refreshments until end of class

**Postcard #4** Send a thank you to the hostess

# CHECK LIST FOR COACHING

1. **BOOK THE APPOINTMENT & GIVE HOSTESS PACKET**  
(if booking on the phone – give hostess packet in 24 hours.)
2. **SET THE TIME & DATE IN YOUR DATEBOOK TO CALL HER IN 2 DAYS TO GET HER GUEST LIST.**
3. **MAIL REMINDER POSTCARD (POSTCARD #1)**
4. **CALL HER IN 2 DAYS TO GO OVER THE HOSTESS PACKET & GET GUESTS NAME, ADDRESS & PHONE # & MAIL POSTCARD #2 WHICH IS HER HOSTESS PLAN**
5. **MAIL AN INVITATION POSTCARD TO EACH GUEST ATTENDING.**
6. **PRE-PROFILE THE GUEST BY TEXT OR PHONE CALL.**  
PAGE 38 IN “START SOMETHING BEAUTIFUL”
7. **MAIL POSTCARD #3 TO THE HOSTESS (the same postcard you are mailing to the guests)**
8. **TEXT THE HOSTESS THE DAY BEFORE THE PARTY**  
“Looking forward to seeing you girls tomorrow! We are going to have a great time!”
7. **CALL OR TEXT THE HOSTESS 30 MINUTES BEFORE LEAVING.**  
Hi \_\_\_\_\_, I am leaving my home in 30 minutes, see you soon!!
8. **MAIL POSTCARD #4 AFTER THE PARTY**  
Send a personal thank you note that includes a sincere compliment.