

Hostess Coaching

- 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!

Hostess Packet

- Hostess Plan \$75 for \$35
- Look Book
- 5 Sales Tickets
- Marketing Hotline Video Postcard
- "Have You Considered Owning Your Own Business?"
- Your Business Card

Hostess Plan

\$75 for \$35

- At least 2 or More Girlfriends
18 & Older with no Beauty Consultant
- Hold Party on Original Date
- Sell \$100 at the Party
(outside orders count)

Extra \$10 in FREE Product for every booking from your party

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

Show her how!

COACH YOUR HOSTESS 3 TIMES

INITIAL COACHING

(when you book the appointment)

- Give her a Hostess Packet
- Make sure she understands "\$75 for \$35"
- Give her advice on who to invite
- Encourage her to over invite
- Confirm the date, time & location
- 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**
- Text Postcard #1

TELEPHONE COACHING

2 day phone call

- **Obtain the guest list name/number**
You may have gotten your guest list with names & phone numbers if this hostess came from a party. Remind her to confirm each guest.
- **Remind her of \$75 for \$35**
Find out what she is excited to earn
- Remind her to **pass around the Look Book** - the outside sales will count in her party total.
- **Keep refreshments simple**
- **No men or kids** it's "girls night out"
- **Text Postcard #2** the next day

Now that you have the names & numbers of all the guests, pre-profile (see below)

KITCHEN COACHING

- Arrive 30-45 minutes to set up for the party
- Greet hostess & compliment her
- Where would she like you to set up for the party, demo satin hands, private consultation
- Ask about each guest coming
#1 of 4 point recruiting plan
- Hold refreshments until end
- If it's her follow up party, make sure you are there in plenty of time to instruct her make-over & set up

Hi Suzi,

POSTCARD #1

Thank you so much for helping me reach my goal this month and being one of my special hostesses. I can't wait to see you & your girlfriends on _____ at _____.

You can count on me rain or shine!

(your name)

Mary Kay Ind. Beauty Consultant

Hi Suzie,

POSTCARD #2

I can't wait to award you your free Mary Kay Products "75 for 35" with 2 or more girlfriends & a \$100 in sales! I love giving away free product. We're going to have so much fun!

Thank you for being my amazing hostess!

(your name)

Mary Kay Ind. Beauty Consultant

Hi _____ **PRE-PROFILING - POSTCARD #3**

This is Karen with Mary Kay. I am so excited to meet you at Suzi's party on _____ at _____. I have 4 questions I would like you to answer before the party.

- (1) Is your skin dry, normal, combination or oily?
- (2) Is your skin tone ivory, beige or bronze?
- (3) Is there anything you would like to change about your skin
- (4) Have you ever tried Mary Kay products?

See you soon!

POSTCARD #4

Mail a handwritten Thank You postcard to your hostess.