

## Coaching the Hostess Conversation

This is to be held **24-48 hours** after the appointment was booked. This conversation should be a **scheduled appointment call**. Practice this over and over and over and over.... And have it out with you during coaching call.

1. "Hi Susan, It's Melinda.. how are you? Did you have a good day? Good, I know you're busy so lets get to work learning about all the free product you can earn at your party. Do you have the hostess packet with you? I'll wait while you get it. You know, my goal is to get you at least \$300 in free product. Does \$300 free sound good to you or would you like to work on **\$200 in free product**? Great, what specific products would you like free? Talk about products she would enjoy and have her make a list of the products with prices so she can visualize **HER goal**.

You know that we have several different ways you can earn free products. So let's go over them all so you can see how easy it is for them to add up to your \$\_\_\_ in free products we wrote down. First, I believe you picked out a **booking bonus coupon** .. the amount on your coupon was\_\_\_.

That \$\_\_\_ in free product is yours no matter what as long as we **keep our date** on the \_\_ (date/ time) and you have at least **2 friends** join you. That's easy right? Ok, Susan lets go over hostess flyer, "**Be a Pinkalicious Party Hostess**" Do you have that in front of you? Great.

a. The first \$20 is for having **4 ladies attend who are over 18, do not have a consultant, and do not know me!** This adds \$20 to your booking bonus. For a total of 40. Now Susan, with life as crazy as it is, my guess is that you'll need to get maybe **8 friends to say "yes I promise to be there" in order to count on 4 to show up** . What do you think **\_Susan\_**? she'll agree.

b. The second \$20 is for when you and I sit down and I share the Mary Kay business benefits with you. You get all the facts about earning income and tax breaks with Mary Kay. Keep in mind **Susan** that hearing about the business **does not obligate you** or the company in anyway. It's just information. What a deal, you just listen and earn another twenty dollars in free product. Sound simple enough? (wait for yea)

c. The 3rd \$20 is also easy... Just by having **\$250 in total sales** including outside orders at your party, you earn the 3rd \$20.. and guess what ? ...the more that is sold, the more you will earn.. for instance, if we sell \$500=\$40, \$750=\$60 \$1000=\$80, and so on. This is super easy **Susan** because I gave you extra brochures in your packet that you will show to those who can't come in order to give them an opportunity to buy from you." So get plenty of friends there at your party, and be sure to show your brochures to everyone who can't make it to the party. Good so far?

**( Discuss creative ways to have 15 guests)**

d. And finally Susan you earn an additional \$40 in free Mary Kay for having **3 guests schedule an appointment with me to have a party of their own**. Setting up everyone's next appointment is totally my job so this is a freebie for you. However if you want a guarantee just put a "bug" in their ear so when I begin scheduling advanced makeup lessons they'll be ready to pick a date.

e. So tell me Susan, can you get excited about how much free product is available to you so far? Great now let's go over the **bonus ways** to add an additional **\$200 in free products**.

f. (simply read off the hostess sheet and do a "commercial" on each of the products and services you are offering at special deals)

\*\*\*\*\* come back to dialogue\*\*\*\*\*

“ Ok, Susan now lets take a couple of seconds to go over my best tips for the most fun and pampering at your party.

First, I probably don't need to mention the fact that things will go a whole lot smoother without children. Do you need help with childcare? Do you see a problem with that? Ok, great.

And second... The key to any great party is in having the numbers turn out. So the key is to always get **double the number of commitments than you really want to attend**. Even yeses can be “no shows”. Life happens to everyone right? Also an important thing to remember is that the very best way to get your yeses is to **call them on the phone or talk in person**. That way you know for sure that they'll coming. Once you get your yeses, you can send a reminder note if you want for the fridge, but you would **never** want to **rely on invitations to do the inviting for you**. *(Wait for acknowledgement)*

\*\*\*\*Continue your conversation\*\*\*\*

“This is your party and your free product so again my best advise (Susan) is to call or talk in person. I recommend saying something like , “What are you doing on the \_\_ (17th) at about 7:00? wait for a nothing or I don't know.. then say GREAT! I'm having a fun Mary Kay Party with someone who is highly skilled in skin care and makeup, we'll have lots of fun, and it would mean a whole lot to me if you would attend.” Then wait for an answer.. you'll know by her response to put her down as a “yes” no or maybe! Does that make sense to you? Great.

Another critical key to a great party is for me to be ready with your guests specific skincare needs in their tray ready to demo before the first guest walks in the door. This saves a TON of time! So I always have a quick conversation with every guest about 3 days before the party... so Susan.. how many days do you need in order to gather all your yeses. Do you think you can make all your phone calls in the next 2 or do you think 3 days?.. great..then let's see. How about you and I get together on the phone Friday at \_ pm or you could email me by \_ pm with a list of all the names of guests and the best number to reach each of them? Which would be better for you... to talk on Friday or email me by Friday? Great go ahead and tell them I'll be calling ahead to get some specifics about their skin type.

Ok, I think we've done an excellent job covering everything.. oh yes.. Susan there is one more thing. (pause) for some Mary Kay is a hobby, but for me, it is becoming a career and I take it seriously, so I want you to know, that you can count on me to be ready for you're party on \_\_\_ (day) at \_\_\_ o'clock. Whether it's 10 guests, or it's just you and me. I'll have everything set up and product in each guest's tray ready to go.. so is there anything you can think of that would prevent you from keeping this appointment? (PAUSE wait for answer ) Great, thanks for letting me count on you. I believe you are going to be so pleased at how much fun this will be and how much free product you will earn. Susan, I'll let you run and I'll talk to you in a couple of days.

## Coaching the guests

Hi \_\_\_\_\_ this is \_\_\_\_\_ I'm teaching the facial class at \_(susie's) this \_\_\_\_\_ night, do you have a quick minute? Great! I just need to ask you a couple of questions about your skin so that I can be prepared for (Susie's ) class, ok? Great, first, what skin care do you use now?.....OK Would you describe your skin as dry, normal, or oily? .....OK.. Do you have an Ivory , beige or Bronze skin tone? .....Great! (name) if there was one thing you could change about your skin, what would that be??? Great! I think you're going to love a couple of things I'm going to let you try! I don't have time to explain them now I promise to tell you all about it on \_\_\_\_\_ night. "you know (hostess name) is getting free product for having you come to the facial class so I don't even need to tell how much she is counting on you coming....(wait in silence for confirmation) But you know what?, I don't see any reason why I couldn't give you free product for bringing a friend of two of your own... do you have a friend you'd love to spend time with and bring? Great.... Give her a call to invite her and I'll call you back to double check. If she is coming I'll need to talk with her about her skin before the class... Will you be able to call her today or tomorrow? Great, then I'll give you a call tomorrow night and check! Thanks for you time.....

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