

Coaching 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.

Say "Do you have the hostess packet with you? I'll wait while you get it."

1. **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.

2. **Let's talk about all the ways we can get that free product to you, 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 to add them all together to get your ___ in free products we wrote down. Let's go over the plan.**

I believe you picked out a booking bonus coupon.. the amount on your coupon was___. That 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? ___

now lets go over your handout, "it's a girlfriend party" Do you have that in front of you? Great.

- a. **The first \$20 is for having 4 ladies who are over 18 and do not have a consultant and do not know me! This earns \$20 to add to your booking bonus. Now (susan,with life as crazy as it is my guess is that you'll need to get maybe 8 friends to say yes in order to count of 4 to show. What do you think (_name_?) she'll agree.**
- b. **The second \$20 if for you 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. Hearing about the business does not obligate you or the company in anyway. This is information only.**
- 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, sell(\$500=\$40, \$750=\$60 \$1000=\$80,and so on.) This is super easy(name) 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.. the skies the limit.. and Show your brochures to everyone who can not make it to the party.
(talk about creative ways to have 15 guests)**
- d. **And finally you earn \$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 appointments, they'll be ready to pick a date.**
- e. **Can you get excited about how much free product is available to you? Great 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)**

" Name now lets take a couple of seconds to go over my best tips for the most fun and pampering at your appointment.

3. 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?

4. The key to a great party is in having the numbers turn out. Always get double the number of commitments than you really want to attend. Even yeses are no shows. Life happens to everyone right? Also the 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, but never rely on invitations to do the inviting for you. This is your party and your free product so my best advise to call or talk in person. I recommend saying, "What are you doing on the __ (20th) 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 and is lots of fun, it would mean a 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!

4. One of the most important things to create a great party is for me to be ready with your guest 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 3 days?.. great.. then let's see. How about you and I get together on the phone Friday at _ or you email me by _ with a list of all the names of guests and a number I am likely to get them? Great you can tell them I'll be calling ahead to get some specifics about their skin type.

5. Now there is one more thing.....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 appointment on ___ (day) at ___ o'clock. (Continued) 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.. Is there anything you can think of that would prevent you from keeping this appointment? Great, thanks for letting me count on you too!..wait in silence for her to confirm. Then say Great! Thanks for your commitment!

Coaching the guests

Hi _____ this is _____ I'm teaching the facial class at _ (susies'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 or 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.....