

# Steps to take After Hostess is Scheduled

## Day after you get a YES from a Hostess

1. This is a **SAMPLE** note to be sent to each Hostess immediately after she sets a date and time for the class. Postcards are great visuals she can put on the fridge to be a reminder!

*(name) I wanted to send you a personal thank you note for committing to helping me qualify for my first business achievement. Qualifying means a lot to me so thank you for letting me count on you for 1 Mary Kay facial party within my qualification dates. Remember you will be able to earn free product too. I will go over the “it’s a girlfriend party sheet” with you but you can read the details for yourself and see you how you can earn up to \$300 in free! The key to your party is that at least 2 of the guests can not know me. This is how my business will grow. Of course there is never any obligation to buy, but when they do, you will earn more so keep that in mind when you decide who and how many to invite. (name) I so appreciate you being in my corner you are making a difference for me and I know you’ll be surprised at how much you can earn and how much FUN this will be.*

2. **Get the Hostess Packet to the door of the hostess! Only mail this if you can’t make it to the door the day after she says yes. She doesn’t need to be there. She’ll come home from work and see it. That will be a reminder of the “YES” she gave you the night before. The above note coming through the mail system, combined with the Hostess packet on her door step will great a solid appointment! That means your hostess is likely to take action right away to get guests to the class. You want her inviting people right away. I don’t recommend her sending invitation cards, Phone call invitations followed by a reminder card by the hostess or you give the best results**

**Hostess Packet includes– 5 sales tickets, outside order sheet, Beauty Books, and Look Books. The 100 Shot Sheet or other hostess program you’ve selected. A Gallon size Ziploc Bag works great because you see the Look Book through the plastic. This helps the packet not “blend in” with other household mail, school work, etc.**

## 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.

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.

Say "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.

1. 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? \_\_\_ now lets go over hostess flyer, "it's a girlfriend party" Do you have that in front of you? Great.

a. The first \$20 is for having 4 ladies attend who are over 18 and 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. What do you think susan? she'll agree.

b. The second \$20 is 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. 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 3<sup>rd</sup> \$20 is also easy.. Just by having \$250 in total sales including outside orders at your party, you earn the 3<sup>rd</sup> \$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.. the skies the limit.. and be sure to show your brochures to everyone who can't make it to the party. Good so far?

( talk about 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)

\*\*\*\*\* com 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. 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 \_ or you could email me by \_ 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.

5. 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.