

# Hostess Coaching For Success!

If you complete each phase of Hostess Coaching for EVERY class and treat every one of your Hostesses like your business partner, you will have success IN ALL ASPECTS OF YOUR BUSINESS! Mary Kay has always said that, "a class worth booking is a class worth coaching?" By choosing not to coach your hostess, you risk having at least 50% of your Skin care classes postpone, cancel, or no show! Coaching does work if you work for it!

**Step #1 – Be Set up for growth!** It's important that you decide on your personal goals each month! If your goal is to hold 10 appointments per month, then **you should have 30 Hostess Packets made up!** This way you have plenty for your original classes booked and plenty for new ones being booked off each class! Below you will find a list of what to put in your Hostess Packets. When you book a class off of a class or over the phone each new hostess should automatically be given or sent a packet!

\_\_\_\_\_ **Hostess Plan (It's Girl time or letter)**      \_\_\_\_\_ **Look Book**      \_\_\_\_\_ **Business Card**  
\_\_\_\_\_ **Personal Note From You**      \_\_\_\_\_ **Outside order Forms (3)**  
\_\_\_\_\_ **Piece of Recruiting Material (1)**      \_\_\_\_\_ **Samples (opt.)**      \_\_\_\_\_ **Invitations (opt.)**

**Step #2 – Initial Coaching!** Step 2 will happen at the time you either book the appointment on the phone, or you book a class off of a class!

- Deliver a hostess packet. Call your hostess to ask if you can stop by for a few minutes (or review during the individual close) to give her the things she needs for her class. Quickly explain the contents of the hostess packet, emphasizing hostess points.
- Find out what she wants. Does she want the hostess gift special or particular products? Remind her that you will do everything you can to help her earn what she wants with her hostess points.
- Get your hostess excited about inviting her friends and earning hostess points. Point out that bookings from her skin care class can boost her points. Show her your hostess point calculations from another class to give her an example of what she could earn with two bookings.
- Encourage outside orders. Show her how it can increase her hostess points. Remember, you can use her outside order list for referrals at a later date.
- Stress commitment. Let her know that your time is limited and that you won't let her down.
- Let her know that you will be calling in 24 – 48 hours to get her guest list. Tell your hostess that you will call the guests 3 – 4 days before the class, to complete their skin care profiles. Tell her you will do everything you can to help build her guests' enthusiasm about the class.

**Step #3 – Telephone Coaching!** Step 3 should take place 3 – 4 days prior to the Skin Care Class. Call all the guests to fill out the Skin Care Profile Card (ask all questions in pink). Also ask each guest "If you could change one thing about your skin, what would it be?"

- Call your hostess. Make it a quick, but effective call. Let her know how many people you have contacted and who will be attending. Get additional names to fill in for those who cannot come.
- Check on outside orders. Remind your hostess that outside orders will help her earn hostess points.
- Be excited. Let her know you can't wait to help her earn \_\_\_\_\_ (what she wants).
- Confirm the time you will be arriving. Always arrive at least 30 minutes before the skin care class begins.

#### **Step #4 – Pre-class Coaching (Kitchen Coaching)!**

- Arrive with a great attitude – leave all your personal challenges in the car. You are there to be about them. You will find that a class is the best therapy as it gets your thought off of you and onto their needs. Greet your hostess with a smile and a sincere compliment.
- Arrive at least 30 minutes ahead of time so that you can get everything set up.
- Set the trays around the table with each person's profile card beside her tray. You will want the hostess to be situated beside you.
- Ask the hostess who is coming today that she thinks would be a great hostess?
- Ask the hostess who is coming today that she thinks would be a great consultant? What about her? Ask her to watch you today to see if she can see herself doing what you do.
- Ask her to keep any refreshments until the end.
- Ask her where would be the best place to work with each individual privately at the end about her own personal needs.
- Briefly review the hostess program. Check on the status of outside orders. Make sure all the names, addresses and telephone numbers of those ordering are included.
- Let your hostess know you can't wait for her to get her product or hostess gift special. If she qualifies for the hostess gift special, you may want to order the gift ahead and have it at the skin care class so other guests can see what they can receive by holding a class.

#### **\*\*Don't forget to:**

- Secure a guest list. Guest lists make the class happen. Without it you can't call to preprofile, you can't confirm and you'll probably have a disappointed hostess.
- Keep in touch. Regular contact with your hostess is essential. If you express little interest in holding the class, she may cancel. Make her feel so special she can't possibly cancel. Use your guest list as an excuse to keep in touch with her during the time between her booking and her class.

#### **• To do the 4 Point Recruiting Plan – ATSO**

1. **Ask** the hostess who is coming today that she thinks would be good doing what you do? What about her?
2. **Tell** everyone why you enjoy your Mary Kay business.
3. **Select** the Hostess plus 1 additional guest to give career information to.
4. **Offer** the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.