

## Coaching WINS!

### **You made your List! You Beat your Box!**

#### **Now you have invite lists in hand for your parties, you'll want to:**

1. Listen to: [www.tammycrayk.unitwise.com/Education/Audio & Visual](http://www.tammycrayk.unitwise.com/Education/Audio%20&%20Visual), then scroll down to Coaching: How to Avoid Cancellations & Postponements.
2. Invite the guests 10 days before the party or if the party is sooner invite them asap! Invite the way your hostess asked you to (email, text, call, mail). Sample invites for each found in Training Center under Skin Care Parties
3. 2-3 days before the party, call each guest and introduce yourself as the Mary Kay Beauty Consultant doing \_\_\_\_\_ (your hostess's name) party on \_\_\_\_\_ (date). Let her know you are getting a head count & have a few questions about skin type so you can be ready for her, does she have a sec to answer?
4. Great! (Take notes on a Customer Profile Card) 1st I'd love to know how you know \_\_\_\_\_ (hostess's name). Awesome! Is your skin dry, normal, combination or oily? Is it fair, medium or dark? Your hair & eye color help me have the right colors on the table for you :)
5. Perfect! I'll be ready for you and my last question do you have anyone coming with you I need to have a mirror or colors for? (take note & prep for her guests along with the hostess's) I am so excited to meet you on (party date) it's gonna be so fun!
6. After you have called each person on the invite list, call your hostess and let her know who you expect, if they are bringing people and who you haven't heard from. Ask who she has & hasn't heard from - ask her to keep in contact with you if she hears more & you do the same. Ask if she has any last questions, remind her of your hostess program and tell her you are excited to pamper her & her friends & family!

# PACKING FOR YOUR SKIN CARE PARTIES

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	Bring all demo products & samples included in Starter Kit
	One for each guest unless otherwise noted:
	Mirror
	Tray
X	Cotton Wash Cloth - Optional (Disposable are included in Starter Kit)
	Sales Ticket
	Beauty Book
	The Look Book
X	Pens
X	Cotton Pads - 2-3 each
X	Dixie cups or spray bottles to wet the face
X	Sponges if demo-ing liquid foundation, cotton balls for mineral foundations
X	Q-tips
X	Headband or Hair Clip
	Customer Profile Card
X	Camera for Before & After Photos - Optional
	Marketing Tape/CD/DVD and/or Packet
X	Candy on the table for guests

Goodie Bags: (not a must but EASIER to have ready to go before parties)

Get small cellophane bags at a dollar store. Put a color card, a mascara wand, a sponge eye applicator and a cotton ball in each - this is everything they need to apply the color to their face - at the party put 1 at each spot.