

# Pacesetters Class



## *Lesson 3*



## **Pacesetters Lesson 3 – Coaching**

A cheery good day to you!

You are beautiful! You should be well on your way to a new team member or more by now! Or at least close to making it reality. And aren't your PROUD? If not, don't despair – put forth your best effort and it will happen SOON. Don't forget to utilize conference calls and unit meetings! Your Sales Director is the most professional and successful at helping you build your team. But you have to pull your weight – BRING THOSE GUESTS!

### **Avoid Postponements and Cancellations**

This week we're going to concentrate on COACHING (for all those group-selling appointments you're booking) and how you can avoid the dreaded POSTPONEMENTS and CANCELLATIONS!

In some cases postponements and cancellations can't be avoided and it truly goes with the territory. BUT, there are steps you can take to insure that a class will hold!

Once an appointment has BOOKED:

1. The success of that appointment all comes back TO YOU!
2. Give your hostess your datebook and let HER write in her name, address and phone number next to the time you've jotted down. Psychologically, this is like signing a contract. Your hostess will see that your datebook is full and that you are serious about your business (so make sure your datebook LOOKS full). Few Consultants do this, and ALL SHOULD!
3. Shake hands with your hostess! This may seem silly, but it is a subconscious signal that says: "This is a GENTLEMAN'S AGREEMENT!" This lets her know that your Mary Kay career is not a hobby with you, but a business!
4. Be ENTHUSIASTIC when talking about her class or collection preview, and don't be in a hurry to leave once you have the date on your books. TAKE THE TIME TO LET HER KNOW THAT YOU CARE ABOUT HER!
5. Suggest to her that you will be BUSINESS PARTNERS for that day. If she will do everything to help you, you will do so much to give her the greatest class or collection preview you've ever done! THEN DO IT!

6. Tell her exactly how to invite her guests and how many. Never assume they know how to do this, just because they attended one. Some hostesses overdo while some underdo.
7. Find out what your hostess wants. WHAT'S IN IT FOR HER? Have her write this on a "wish card," which could be a 3 x 5 card. Then suggest other things she might WISH for. Then YOU write on the back of her card what it will take in sales to get what she's wishing for.
  - a. For outside orders, suggest one or two things she could sell and give her a goal of selling \$50 - \$100 in outside orders before the appointment.
  - b. Call her every few days to see how many more items you need to deliver to her. This will keep her enthused and let her know you are thinking of HER!
  - c. She will also see how easily the product sells, thus priming her as a prospective team member.
8. When two or three appointments are booked for the same week, put the hostesses in a contest against each other.
  - a. Give 1 point for every dollar sold; 10 points for every appointment booked before you arrive; 50 points for every prospective team member signed
  - b. Then present a SURPRISE GIFT to the highest hostess for the week
9. Send a personal note or give her a call. You might say,

*It's because of you that my career as a professional Beauty Consultant is so rewarding! I'm looking forward to doing your class!*
10. Let each hostess know that your High Hostess of the Week will be your guest at the next unit meeting. Your Sales Director will be happy to present her with a special ribbon, if you let her know ahead of time. Remember, many Sales Directors were once a hostess at a class!
11. In order to avoid a postponement, don't give a hostess a reason to postpone. Stay in touch with her and enthusiastically encourage her in everything she does, no matter how small or insignificant it may seem.

*Group-selling appointments are the life of our business. If you don't let your hostess down, she won't let you down. Let your Mary Kay go-give spirit be your guide.*

## Pacesetters Assignment for Lesson 3

1. Study the section on hostess coaching in the “Working Your Business” section of *Career Essentials* available on the LearnMK™ Web site, key word *career essentials*.
2. Book at least 3 group-selling appointments and 3 team-building interviews to be held next week.

Group-selling appointments:

Name	Date
_____	_____
_____	_____
_____	_____

Team-building Interviews:

Name	Date
_____	_____
_____	_____
_____	_____

3. Hold at least 3 group-selling appointments this week. For your appointments:
- Pre-profile the guests
  - Have the hostess make out her “wish card”
  - Coach your hostess to get outside orders for you

Check the boxes as you complete the assignment

Name	Date	Pre-Profile Guests	Wish Card	Outside Orders
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Send a note to *all* of your hostesses this week.

5. Submit all of the following to me by week's end:

- This week's Weekly Accomplishment Sheet
- Next week's Weekly Plan Sheet
- Your completed *My Progress* sheet
- Your completed Assignment sheet

**Award yourself 250 bonus points when ALL 5 assignments are completed.  
Be sure these points are reflected on this week's My Progress sheet.**

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Signature

