

COACHING ENSURES A WINNING GAME

Nothing is more frustrating in this business than cancellations. It's the reason I almost quit as a new consultant. Every time someone cancelled I was hurt, disgusted, angry and frustrated. I then realized that what I thought was coaching was simply polite chit-chat.

One of the first and biggest challenges of coaching is how to pleasantly persistent without being overbearing and pushy. On one end of the scale we have the milly-mouthed consultant who is so shy and nervous about coaching the person barely knows they have an appointment, and on the other end of the scale we have the obnoxious overbearing consultant who is so pushy, the class holds out of sheer fear, but she will never bring friends or book in the future. Someone in between is the happy medium – a skill we must work hard to obtain.

You see there are women out there everywhere who are in desperate need of a better life and lifestyle. Some are searching and have no idea it's in Mary Kay and others have given up on even looking and have settled. It's unlikely that they will be interested on the first thought of it. Everyone needs a little coaching. How many of you (prior to hearing the facts about Mary Kay) thought you'd want to do this? Most don't. Rena Tarbet says "They know not that they know not".

Whether you are coaching to get someone to listen to the facts about this business or coaching them to try our incredible products. COACHING IS WORTH IT and is essential to your success!!! After 5 classes cancelled in a row in one week I knew I had to get serious about coaching or else. I went from 5 canceling to about a 80-90% holding rate (well above the company average) using the steps outlined below.

1. **WHAT'S IN IT FOR THEM?**
2. **COMMITMENT STATEMENT**
3. **FOLLOW UP NOTE**
4. **GUEST LIST**
5. **FOLLOW UP CALL THE DAY OF APPOINTMENT**

STEP 1: WHAT'S IN IT FOR THEM?

Without a clear picture of what's in it for them it is easy for the guest to cancel as soon as things seem difficult. Take the time to set a goal at the time of booking and really work as a team toward that goal. The more encouraged she is she can accomplish that goal the more likely she'll be to follow through. Make it winnable and do-able regardless of natural pitfalls.

- Choose a hostess program that is simple and easy to understand
- Make sure you know what they want ~ never assume ASK!

STEP 2: COMMITMENT STATEMENT AT TIME OF BOOKING:

Once you have confirmed the appointment as a definite appointment it is imperative that you use an effective commitment statement. It has to let the customer know your serious while still making her feel welcome and excited. I like to sandwich the serious part between two fluff sentences. Here are some examples. You can design your own, but if it's not working, it's not serious enough. I usually even laugh when I talk about a "broken arm" or "short of death", but they get the point. If you don't tell them this is important, they will not know it is.

COMMITMENT STATEMENT SCRIPT OPTIONS:

.... I am so excited to get together with you. You're going to love your new look. I need to ask you one more thing. Will you promise me, heaven forbid something horrible happens like you break your arm or something worse, that you will call me, if at all possible in 48 hours in advance, so I can schedule someone else in your spot. My schedule is so tight that it's crucial that every single appointment I schedule holds. (Wait for response....) Thank you so much. I know we're going to have a great time. I'll be calling you _____ for the names of anyone you'd like to bring and I'll see you _____ (day of appointment).

....Thank you so much for agreeing to come and be my model. I can't wait to see your before and after pictures in my portfolio book. Just so you know, I have to have a model there to participate in the class so I'm really counting on you to be there. If for any reason an emergency comes up and you aren't able to make it, think of someone 2nd best you could send in your place so I will still have a model. I'm hoping that won't happen because your going to love your look and be fabulous. See you _____.

....I'm thrilled to have the chance to get together with you and your friends on _____. I just want to warn you that I have found that at times some women can be kind of flakey. If for any reason your friends cancel on you at the last minute, I don't want you to take it personally or feel bad. You're the most important person I want to have there anyway. Even if it's just you and I, we'll still get together on _____. O.k.?

....We're going to have a great time at your appointment, but I want you to know that I'm not one of those "fly-by-night" make up ladies. This is my business and I take it very serious. I have a specific amount of appointments available so it's crucial that we hold our appointment on the date we schedule. Promise me that nothing short of death will keep you from coming then, o.k.?

STEP 3: FOLLOW UP NOTE: (What's in it for them?) Sent the moment you get off the phone. Mary, I just wanted to let you know how much I'm looking forward to getting together with you and your friends. I have everything organized and have arranged my schedule for June 10. You are going to love _____. I'll be calling you the

Friday before for the names and numbers of your friends. We'll have a wonderful time. Can't wait to see your new look! Thank you, Susie Consultant

STEP 4: OBTAINING THE GUEST LIST:

Every Friday is coaching day for the next week's classes. Find out at the time of the booking where and when you can call her the Friday before the class so you'll know how to get a hold of her. This is the hardest part of the class but worth the time investment. Start early in the day and call her for the guest list. She won't have it 90% of the time, that's o.k. Your call will go something like this:

Hi _____,

I'm so excited about our class on _____ and I'm just calling to get the names and numbers of the friends you've invited to come. (She'll probably say she hasn't had a chance yet) No problem, I just have to have it by today so I can spend the weekend getting everything ready and put together for our class. As soon as you get a 10 minute break today, call your friends and then call me back by 3:00 with who's going to be there.

She will probably not call you..... So you will call her back at 4:00 and say:

Hi _____,

I wasn't sure whether or not you had tried to call because I've been in and out so much so I thought I'd better check back with you for the names and numbers of your guests. (She may still not have them) Let's do this. Give me the list of the people you're planning to invite. I won't call them until Saturday and that will give you time to get in touch with them. (Get a tentative guest list)

STEP 5: REMINDER CALL:

Even with the best coaching, we get busy and can easily forget an appointment. This is as simple as a quick message left on an answering machine or a quick call in person, but the key is to phrase it in a way that it does not leave the door open to cancel: Something like..... "Hi, I just wanted to let you know how excited I am for our class tonight. I have everything all set up and I can't wait for you to get _____. I wanted to make sure you had:

- Street address coordinates
- Directions
- Check on what she is wearing
- Update on guest list