

## Coaching:

**Goal Setting for what she wants**—remember, she is thinking “what is in it for me? This is the same thing you do as a consultant.

**Take her as your partner.** Explain to your new upcoming hostess that you want to do everything you can to make her class smooth and successful. One of the ways that she can assist you is to give you a list of those she is inviting & their contact number in the next couple of days. You can then predetermine each person’s skin type and glamour preferences in advance which will allow you to come with a goody bag already labeled for each of her guests. Set a definite date and approximate time that you will be calling to get her list. Offer her a FREE Eye Color, if she calls you with her list before the designated time for you to call her. (This will get her to inviting the guests immediately while she is excited!) Encourage her to collect outside orders. Give her an outside order sheet along with some Beauty Books and Look Books. Let her know that serving refreshments is optional. However, if she does choose to do so, please keep them very simple—drink, cookie, chips.

**Teach her how to invite her guests.** You may suggest a dialogue that sounds like:

*“Hello \_\_\_\_, this is (your name). Do you have a quick minute? Great! I am so excited! I just scheduled a Girl’s Night Out with my Mary Kay Beauty Consultant on \_\_\_\_ (date) at \_\_\_\_ (time). She is allowing me to invite 5 of my favorite people to have some fun, pamper ourselves and relax. I thought of you because... (you are so much fun, you like to experiment with cosmetics, etc.) We are going to have a great time and I would love for you to come. It is by reservation only, so I’ll need to know definitely as my Consultant will be touching base with you to get some skin care and color information so she can prepare a goody bag for each of us. Can I save you a spot and count on you to join the rest of us?”*

**Give her suggestions of who to invite.** Friends, family, neighbors, co-workers, church friends, spouses co-workers, contacts through children (sports, PTO) who: likes to try new things, enjoys looking good, loves makeup, has great skin, has trouble skin, just had a baby, just got a promotion, is under a lot of stress, could use a night out, loves to be pampered. These ideas will help her compile her list. Let her know that she will want to invite 6-7 to get 3-5 joining her.

**At the set time call her to get the guest list complete with name, phone #, best time to reach & why hostess thinks guest would want to come.** If you will take the 15 minutes extra for each class to call the guests invited to attend, you will have great attendance, postponements will happen rarely and sales will be higher. And...if she should not be able to attend at the last minute, you will still have her information to call her for an individual makeover (of course you may want to reward the hostess with a little something or small discount should she become a customer later.) Also at this time mention to the hostess that she will want to keep refreshments simple. Coffee/tea and cookies are great.

**Call the guests.** Explain that you are the consultant who is conducting \_\_\_\_’s Class and that you are preparing goody bags for each guest and if she has a moment, you’d like to ask her a couple of questions about her skin type and color preferences. **And then do ask permission for time to proceed or if now is not a good time an appropriate time to call her back.**

- Ask skin care questions from the Skin Care Profile to determine what her needs are going to be. A good question to add is *“If you could change one thing about the complexion of your skin, what would it be?”*
- To determine a Glamour Look in advance, you might ask questions like: What is your hair color? What is your eye color? Do you prefer a Natural, Career or Dramatic Look when it comes to applying color cosmetics? Tell me some of the clothing colors you are wearing this season.

- Say “(Hostess) *thought you’d enjoy the class because (whatever hostess said), but (name) what is it that you hope to gain at our class?*” Again, this let’s you know what her needs are.
- Be sure to let her know the correct date and time.
- Ask her to arrive a few minutes early for a special hand and lip treatment.
- Tell her that she is under no obligation to purchase, but that if she should try something she likes that you will most likely have it with you! (This way she knows to bring her purse.)
- Also let her know that you have limited (Hostess) to only inviting 4-6 people and she especially wanted to invite you. However, if for any reason, you can’t come, would you please let (Hostess) know, so that she can invite someone else to take her place.
- Tell her you are looking forward to meeting her in person and that you know she’ll really enjoy the class.

**Call the hostess for her outside order list and tell her why all of her guests are excited about coming.** This would also be a great time to confirm the directions.

**Prepare a small Mary Kay bag for each guest** complete with a Beauty Book, applicators, pre-selected glamour colors or look, skin care packets unless demonstrating from full size, facial cloth, cotton pads for blush and powder application, & your business card.

**Bag all outside orders** complete with a brochure and a business card.

### **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 thoughts off of you and onto their needs.
- 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 goody bag beside her tray. You will want the hostess to be situated beside you.
- If you have not already worked with the hostess to choose her colors and her look, do so now.
- Ask the hostess who is coming today who she thinks would be a great hostess?
- Ask the hostess who is coming today who 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—i.e. In the den while refreshments are served at the table or at the table while refreshments are served in the den.
- Place the Foot & Leg Cream, TimeWise Body Lotion, Satin Hands & Satin Lips by the sink to be ready to pamper the guests when they arrive. You may choose to teach the hostess how to demo these things or ask her to assist you or you may choose to demo them while she welcomes everyone (which is a great way to get to know the guests.)

### **Remember the 4-Point Recruiting Plan—ATSO**

- **Ask** the hostess who is coming today who she thinks would be good doing what you do? What about her?
- **Tell** everyone why you enjoy your Mary Kay business.
- **Select** the Hostess plus 1 additional guest to give career information to.
- **Offer** \$50 in free product to anyone who recommends someone who should become an active consultant with Mary Kay.