Hostess Coaching - Insurance that your classes HOLD!

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Your business is built on classes that hold. Avoid postponements with a very effective insurance policy. Insurance Policy? Yes, you read correctly. The most effective insurance policy is consistent, thorough hostess coaching. As Mary Kay has often said, ***"If a class is worth booking, it's worth coaching."***	1st Class	2nd Class	3rd Class	4th Class	5th Class	6th Class	7th Class	8th Class	9th Class	10th Class
1. When I booked my hostess for her show, did I make sure it was firm business appointment by saying, "This is my business and you can count on me to be there rain or shine … may I count on you?"										
2. Did I excite my Hostess about what she is getting for free? Does she know "what's in it for her" so she has a reason for having the party?										
3. Did I ask the Hostess all the questions to complete the computerized Signature Look from marykayintouch? Go to www.marykayintouch.com under Learn MK and Signature Look Demo.										
4. Did I clearly communicate the goal of having 4-5 people at her appointment by saying, "Suzie, my goal is to have 4-5 people at each of my appointments so I can maximize what I can give you for free, which means we'll want to invite 10-12 women. I want you to get more out of this than you put into it. So, let's work together to make this happen, ok?"										
5. Did I give her a specific time when I would be getting her guest list? The time should be within 24-48 hours of setting up the appointment. She can call me with it, e-mail me or I can stop by to pick it up. It should include name, address & phone number of each person. It is very critical to have a guest list - it's great insurance that your class will be holding. Help her brainstorm names if she can't come up with any.										
6. Did I make it clear how to invite her guests: ***Option 1:*** If she wants to call them first, that's fine, but did I give her a script … "I'm having a professional Mary Kay consultant over to treat us to makeovers and to pamper us. It's by invitation only and she can only have 4-5 there. I'd love for you to come. Are you able to join us?" ***Option 2:*** Without her calling her guests first, did I send out invites or e-vites to everyone on her list (including the hostess) right away?										
7. Did I send out invitations right away (even if it's 2 weeks away)? You may want to add a sticker to her postcard that offers 1 item at 50% off for attending the party. It gives them another reason to attend.										
8. Did I call those guests promptly to pre-profile them by using the following dialogue? *"Hi _____. My name is _____ and I am the Mary Kay Consultant that will be conducting (hostesses name) makeovers on (date). Do you have a quick minute? I wanted to check and see if you received the invitation and I wanted you to know that I asked (hostesses name) to invite some of her sharpest friends and those she really enjoys spending time with and you were at the top of her list. So, are you going to be able to join us on (day)? I just need to ask you a couple of questions to prepare for the makeovers: (1) Are you using Mary Kay products or have you tried them recently? (2) Would you describe your skin as dry, normal combination or oily? (3) Is your skin tone: fair to light, medium to beige, or bronze to dark? (4) Would you rather use lipstick or lip gloss? I'm looking forward to meeting you on (day) and the makeovers will start promptly at (time). If you could come about 10 minutes early I will be able match your foundation shade for you! Thank you for your time and have a great night."*										
9. ***The day BEFORE the party …*** Did I call the Hostess to excite her about her party, confirm what she wants for her hostess credit, and make sure she has a table and enough chairs to facilitate the class? Did I tell her how excited I am to work with her and let her know the confirmed guests that will be coming?										
10. ***The day OF the party …*** Did I call all the guests and tell them it's just a last minute reminder call by saying, "Suzie probably won't tell you this, but her hostess credit is dependent on how many people are there today and she's counting on you being there. I can't wait to see and pamper you at 7 p.m? I know you might be tired after a long day at work, but please come anyway. I promise you we'll have a great time."										