

COACHING IS THE KEY!

Booking is the Lifeline of You Business

1. **Make a list (who would give their opinion, be a model, etc.) 30 minimum, 75 preferably**
2. **Mark your date book—when will you work your Mary Kay business?**
3. **Practice your Script.**
Will you be wimpy or confident? Remember, you are not asking for a favor, you are offering something wonderful!
4. **Practice working through 4 or 5 objections:**
No time; tried MK once-broke me out, No money, Use Brand X
5. **Schedule an uninterrupted time to call.**
6. **Call until you get 8-10 scheduled classes within the next 2 weeks.**

Booking Gets It—Coaching Keeps It!

Why coach?

To establish a rapport with the hostess & to give her confidence.

To establish a rapport with her guests & solidify the appointment.

Hostess Packet

- Hostess Brochure (avail. Sect. 2)
- Free product/gift inserts
- Look Books
- Outside order form or sales tickets
- Business card
- 'Perfect Opportunity' brochure or other piece of recruiting literature

EVERYBODY WINS!

- Go through the Hostess Program and explain how she will earn her free product.
- Encourage a guest list of at least 15 people with names, addresses & phone numbers (good to have 4-5 guests there when you start with a list of 15). Offer free eye shadow when she gets it to you within 24 hours.
- Find out specifically what product(s) she wants to earn for free.

1. Initial Coaching

(When You Book It)

- "I want you to get more out of this than you put into it."
- Give her a Hostess Packet and schedule a time within 24 hours to get her guest list.
- Give her ideas on who to invite.
- Tell her you're going to make her life so easy. That you'll mail her invitations for her and follow-up with her guests to get a final headcount. All she needs to do after getting you the guest list is to show up!
- Stress the importance of outside orders.
- To help eliminate postponements/cancellations, say "This is my business and I'll be there rain or shine. Can you think of anything that might prevent us from getting together at this time we've scheduled?"

2. Telephone/Email Coaching

- Get guest list within 24 hours
- Mail postcard invitations (avail. Sect. 2) 2 weeks in advance
- Invite hostess to visit your website to preselect her customized look from the Virtual Model feature (or pick a current model Look from the catalog)
- Tell hostess to keep refreshments simple
- Review directions and put them in your datebook
- Regarding children—we all love them, but this is a Mom's Night Out to be pampered. Let's find someone to watch the kids (offer free lip gloss for the sitter).
- Find out seating arrangements for the class and individual close.

3. Pre-Class Coaching

(when you arrive)

- Arrive 30-45 minutes early.
- Give her a sincere compliment.
- Set up for the class and your individual closes (separate room if possible).
- Treat hostess to Satin Hands and ask her to tell you about who's coming (clues for future team building). Invite her to watch what you do.
- Remind hostess to hold refreshments until the end when you are doing individual consultations.