

COACHING

How would you like to have a 90% hold rate?
Follow the steps below and you absolutely will.
Happy coaching...selling...booking...and team building!

Create a folder or binder titled “PARTY COACHING.” In it keep extra copies of the Party Coaching Sheet and party invites (from section 2). Then follow the steps below!

You've booked the party and now it's time to coach it.

1. TELEPHONE COACHING.

- Call your scheduled hostess and get her excited about what she can get for free! Go through your hostess program with her and make sure she understands how she can earn the products on her wish list.
- Then say “It's my job to make sure you reap all the rewards that we offer to our hostesses and so I'm going to make this super easy for you and mail out really cute invitations to your guests list. There is no expense to you...all you have to do is provide me with the mailing addresses and phone numbers of your guests. They are super cute and who doesn't like to get something “fun” in the mail!? Would it be better for me to call you back or would you like to e-mail me the list? Great, I will have a special gift for you (mini hand cream) if you e-mail me back within 48 hours with your guest list.”

2. CONFIRMATION EMAIL:

*Send a confirmation e-mail to her saying: Thank you again for hosting a party on _____ . You are helping me reach my goal of making 30 faces beautiful in June. As I mentioned on the phone, if you e-mail me with the names mailing addresses and phone number of all the guests you would like to invite to your party and I will send them a super cute invitation that looks like it came from you! Shortly after that, you will get a package of goodies in the mail from me and I will send out the invites to your girls! Your girls will rsvp directly to you and then I just give you a quick call a few days before we get together to get a head count.

3. SEND PARTY INVITES AND HOSTESS PACKET:

- Mail out party invitations ASAP to her guest list. Invitations can be found on section 2 of the Mary Kay order form or online ordering (20 for \$1.00).
- Hostess Packet: Include Hostess Program flier or brochure, hostess note (see website), copy of invitation you sent to her guests, a few Look Books and Sales Tickets for outside orders. If this is your hostesses second appointment see below)

*EXTRA SPECIAL...you really want to wow your hostess...include a package of Brownie or Cookie mix with Pink Lemonade with a note saying: “Here are some

awesome goodies to make the party easy for you.” (available at Walmart or Dollar Store. I get the brownie or cookie mix for .92 and crystal light \$2.98 for 5)

*Include a copy of her Personal Beauty Profiler - this is only for hostesses who booked from a party or already had a skin care facial—create on your marykayintouch site. You can write a note right on the customized look paper! Saying : This is your new look. I am so excited to share it with you. Thank you again for helping me reach my 30 faces goal. You make a difference in my business. I so appreciate you!)

4. PRE-PROFILE

- 5 to 7 days before her party ~ Call your hostess and see how the RSVP's are going. Pre-profile your hostess. Ask her for the phone numbers if you don't have them already so you can. Pre-profile them. If she is uncomfortable giving you the phone numbers, ask for their e-mails or have her send out the e-mail to her guests with the following questions:

PREPROFILING BY PHONE:

Introduce yourself (Hi Abbie, you don't know me but my name is Terezeja and I will be the beauty consultant for Liz's Mary Kay party this Saturday. Do you have a quick minute I have a couple of questions ask you about your skin so I'm prepared for the party.)

a) Have you ever tried Mary Kay before? If not, what brand are you currently using?

Great, I've been looking for the opinion of someone who uses ____ on Mary Kay.

b) What best describes your skin type: Normal to Dry or Combination to Oily.

c) What would you like to change about your skin? (refer to #6 on the profile card to tell her about a product that can help her with that issue)

2. Thanks, Abbie I'm looking forward to meeting you this Saturday at Liz's party it starts at 2pm but if you arrive a few minutes early you will receive a special hand treatment.

3. Oh there is one more thing I almost forgot a lot of people like to know that I give on the spot delivery so if you happen to fall in love with something and want to take it home I will have it with me that day.

PREPROFILING EMAIL:

Hi Angela! I am so excited to be treating you and your friends to a fabulous pampering session with Mary Kay products on Thursday, June 9th at 6:30pm at your house! We are going to have so much fun! I would like to learn a little more about your guests and their skin. Could you forward the email below to them and have them return directly to me so I can review their answers? If you would like to preview some of Mary Kay's newest and hottest products you can go to my website at www.marykay.com/terezeja. Be sure to check out Summer Trend Review and the virtual makeovers!

(HOSTESS FORWARDS THIS PART TO HER FRIENDS)

Hi! You are receiving this email as you are a special guest at Michele's Mary Kay Party tomorrow Friday, June 9th @ 6:00pm.

My name is Terezeja and I am Michele's Mary Kay Consultant. I am looking forward to meeting with you on Friday and KNOW that we will have a great time.

I only have one requirement.....that you have fun!! So Friday at 6, it's all about you!

Please take a moment to reply to the questionnaire below via email so that I can be better prepared to serve you:

Skin Care Profile:

1) I would best describe my skin as:

- a. Dry- small pores
- b. Normal- smooth skin, balance of oil and moisture, infrequent blemishes
- c. Combination- smooth skin, oiliness in T-zone and dryness on outer edges of face
- d. Oily- large pores and shiny finish

2) What skin care products/brands are you currently using?

3) My skin tone is:

- a. Ivory (fair)
- b. Beige (medium)
- c. Bronze (dark)

4) What would you like your foundation to do for you?

5) Do you have any special skin concerns? ie. dark circles, dry lips, puffy eyes....etc.

Thank you for taking the time to reply to this email.

I look forward to meeting you!

5. AFTER PARTY

- Immediately after party – send every guest an e-mail and handwritten Thank you note (even if they didn't buy anything): Example note to send to your hostess - Thank you so much for your help. You and your friends put me closer to my 30 face goal. (include a sincere compliment about her) I so appreciate you and value you as my customer.

- If you gave her a recruiting packet, remind her in the e-mail of the time you've scheduled to follow-up and get her opinion.

6. FOLLOW UP

- 2-3 weeks after the party ~ Second appointment should be holding.
- Follow-up with Quarterly Preferred Customer Look Book Mailing.



PARTY COACHING SHEET



Hostess Name _____ DATE/TIME OF PARTY _____

Phone Number _____ Email _____

Address _____

Location of Party: _____

COACHING YOUR HOSTESS

HOSTESS PACKET GIVEN

HOSTESS COACHING (Date and time: _____)

Get her excited about what she can get for free! Go through hostess brochure with hostess and makes sure she understands hostess program. What's on her wish list

CONFIRMATION EMAIL/TEXT

GUEST LIST RECEIVED

SEND PARTY INVITES (mail out or send evite)

CONFIRM AND PRE-PROFILE

Call hostess and see how the RSVP's are going. Pre-profile your hostess. Pre-profile all guests by phone, email or text.

HALF PRICE PRODUCTS FOR HOSTESS

_____ Party Held on original scheduled date

_____ Hostess gave me guest list

_____ Hostess completed Marketing Plan Survey

After your Party:

1. Call your Director to share the results :) and also to let her know what guests will be on a future marketing call or need to be followed up with.
2. Process all credit/check cards and store checks/cash in safe place until "bank day".
3. Complete "Party Evaluation" below.
4. Send thank you note to hostess and guests.
5. Follow up with guests 2 days after party.
6. Record activity on your Weekly Acc. Sheet and Business Tracking Register.
7. Add all new customers to "My Customers" & PCP.
8. Add results on monthly tracking sheet so you can track.
9. Clean your bags, mirrors and trays so they are ready for your next party.

Party-Evaluation

1. Number of Guests _____
2. Total retail sales \$ _____
3. Total amount given away \$ _____
4. # Skin Care Sets Sold: _____
5. # Referrals from party: _____
6. # New Parties scheduled: _____
7. # of Interviews scheduled: _____
8. My Profit is: _____

