

COACHING -&- SETTING UP THE CLASS

Proper Planning Prevents Pitiful Performance!!

- Prepack all literature:**
- * LOOK Books (sales ticket, bus. Card, one piece recruiting)
 - * Hostess (packet) Hints, 10 invitations, envelope for outside catalog orders, 10 sales tickets, 2 current LOOK books, samples optional
 - * Career info packets (Business Info sheet, Income Potential sheet, agreement, etc.)
- Prepare all trays:**
- * All disposable applicators in face case
 - * Insert blank tray set-up under clear disposable tray
 - * Insulated lunchbag for hot, wet washcloths (*optional*).
 - * 2 plastic bags - one to hold cloths, one to collect waste, trays and disposables at end of class.
 - * All literature for current appointment
- Prepackage:**
- * **BEAUTY ESSENTIALS** Travel Bag preferably for each guest
 - * Second choice:
Ultimate Miracle in merchandising bag for each guest.
Write her name on back of your business card and insert in merchandising bag facing her.
- Go Tote:** Datebook, calculator, money bag, extra profiles/sales tickets/beauty books. No need to carry a purse. Your wallet & keys can slip into Tote. You have all necessary glamour for touch-ups.

Carry two each minimum: hostess packets & recruiting packets

WHEN YOU BOOK THE CLASS/PAMPER SESSION

- ◆ Tell her you will call in 24 hrs to gather some specific information about her skin (PROFILE!) You want no surprises when you get there. She also gets to know you.
- ◆ **Ask the Hostess what she wants for herself as her gift.** Get your hostess excited about winning *something!* She will always work for what she *wants!* Encourage outside orders
“ _____, this is my business and you can depend on me. You can earn unlimited FREE products as my “thank you” – depending on the sales & bookings at your class! So start your “wish list” now! Please tell your friends this is by reservation only, and also that there is no obligation to purchase. However, I will have products with me in case you find something you can’t live without!
Since I work by appointment, (or “since this is my livelihood) if for any reason you feel this might not happen, Will you give me a courtesy call at least 48 hrs notice so I can replace your appointment, OK?

*I’ll call you in the next two days for your guest list _____ (don’t forget the people on her referral cards as her possible guests if booked at a class). I will need some specific information on their skin before the pamper session so that I have appropriate products for their skin.
When’s the best time to reach you? _____ a.m. _____ p.m.
If you have already talked to at least 5 friends by the time I call you, I’ll have an extra glamour gift for you at the class. (ask what she would like) I can’t wait to present your _____ .
YOU are going to be a terrific hostess!!”*

- ◆ Send a postcard or text as a thank you and reminder. Follow up for her guest list.
TIP: YOU send out the invitations to her guest list. If she prefers not to invite guests, Invite singles to your meeting or your home – several at a time.

◆ Call her guests to pre-profile immediately (at least a *minimum* of 2 days after booking the class. The first “sale” is always yourself. The foundation of every sale is a relationship where they trust you. You establish that immediately and your professionalism when you pre-profile. You may also want to ask:

- a. Her hair color, eye color, color preferences (*cool or warm*)
- b. What would she like to receive as her “wish list”?

“Hi, _____ This is _____ with **Mary Kay** calling.... I understand you will be one of _____’s special guests on _____. I need some brief information on your skin before we meet. Is this a good time?

(don’t forget to ask if she has a consultant)

“You know, _____ although there is no obligation to purchase just for trying Mary Kay products, I will have products with me in the event you like or need something, and we do accept cash, checks or credit card for your convenience. I’m really looking forward to meeting you, _____. Can I let _____ know that you’ll definitely be there? Since _____ only has reservations for 5, if for some reason you can’t make it – would you give _____ 48 hr notice so she can invite a back-up? Great! Bring all your questions with you. See you then”

◆ Call hostess to let her know who’s coming - she may need to invite another friend to complete her class. Let her know you will be arriving 30 to 40 min. early. Remind her to keep refreshments simple and to serve at the end of the class. Talk enthusiastically about presenting her gift. Praise her that she will be a great hostess and you’re looking forward to seeing her again. Ask how her outside (catalog) orders are coming along. Ask her permission to tell a guest to bring a friend if necessary. Keep her excited!!

◆ Call again in 2 days to see how she is doing with outside orders..... you need time to pack them for her class. Mention again, each time you talk to her, her wish list and what she can receive at her pamper session.

◆ Call one hour before you plan to leave to get directions and to ensure that she is there and you are expected. Although you have GPS, you can always ask for “signposts” to watch for.

◆ Make her feel special even if only one or two can make it. Help her to understand that **she** is the most important person and you will be there regardless. Your attitude **MUST** be absolutely positive and cheerful in all your contacts. **Never** talk about your personal “problems”. Suggest booking a second class with her to guarantee her gift and highest hostess credit.

THE DAY OF THE CLASS

Go to the door with your **Totes**. Greet her with a smile while handing her your business card. Make a second trip to your car for your pre-packaged sets and other supplies.

Proceed with **Kitchen Coaching** - learn & use 4-point recruiting plan. Leave the word “I” out of your conversation as much as possible. Say “you” and “your”(possession language). Your main objective is to meet HER needs - not yours.

[Although you should keep in mind **your 3 business goals for every class/party:**

- 1) how many sets can I **sell**,
- 2) how many future appointments will I **book**,
- 3) how many **business “sharings”** can I arrange (or CD’s sent home) & who’s going to be my practice interview tonight. **ALWAYS** select the hostess + 1 guest!

Never say “dollars” unless you’re talking savings. Have an expectant, assuming attitude.

Remember to *inspect* what you **expect** (follow up!), and that you **get** what you **expect**.

SO - EXPECT THE BEST!!