

SCRIPT CHEAT SHEET

KITCHEN COACHING

- A. Arrive 30 minutes early
 - B. SMILE, POSITIVE, ENTHUSIASTIC. Give a sincere compliment to the hostess.
 - C. Sit down and review the class preparations:
 - a. "How many guests are coming?"
 - b. "Do you have any outside orders?"
 - c. Decide on an area for individual consultation.
 - d. "Who's coming tonight that might make a good future hostess?"
 - e. "Who's coming tonight that might be good doing what I do? How about you?" (see FOUR POINT RECRUITING PLAN)
 - f. "We'll serve refreshments after the class."
 - g. Encourage Hostess to fill out her "wish list at the end of class!"
 - D. Set up areas for class and closing.
 - E. Greet the guests as they come in.
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FOUR POINT RECRUITING PLAN

1. Before every class, ask the hostess, "Who is coming tonight that you think would be good doing what I do? (briefly pause) "How about you?" She'll give you an objection and you'll respond with "I know how you feel, I felt the same way myself, but just watch me tonight and see if you think it looks like fun."
 2. Give a heartfelt, enthusiastic recruiting talk at the close of the show (see CRACKERJACK RECRUITING TALK SCRIPT)
 3. Offer a special gift for referring someone to you who becomes an active consultant.
 4. ASK! Select at least one person at every class (the person you most want to work with) and set an appointment to share the opportunity.
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CRACKERJACK RECRUITING TALK

Mary Kay is looking to expand in this area and I am looking for people to do what I do, teach skin care. So let me ask you 4 questions, you can write the answers on the back of your profile card.

1. Do you have the career of a lifetime?
2. Do you have all the flexibility in your schedule that you'd like?
3. Are you in charge of your own career advancement?
4. Are you being paid what you're worth?

In Mary Kay, I work part time for full time pay. I schedule my own hours and I am my own boss. If you know anyone who would be good doing what I do and you refer them to me and they are accepted by the company and become an active consultant, I will give you \$___ in free Mary Kay product as a thank you.

Mary Kay says that at every skin care class there is someone who would make a great consultant, maybe that person is you. So listen to what I say, watch what I do, and you never know, you may just be my new business associate. If you have any questions, feel free to ask me at your individual consultation.

8 POINT CLOSE

1. Did you have a good time tonight?
 2. Doesn't your skin feel great?
 3. Until your follow up facial did I answer all of your questions?
 4. Of everything that you saw tonight, what would you most like to take home with you? (WAIT for her to respond!)
 5. Great! How did you want to take care of that?
 6. The next thing we need to do is set up a time for your follow up facial. What works better for you, the beginning or the end of the week? (___) day or (___) day? 6:30 or 7:00? 7. "You know, _____, at every class I always select a couple of people that I would most like to have as my future hostess, and tonight I've selected you! Tell me, when we get together for your follow up facial, is there any reason why you wouldn't want to share it with a few friends and have a class? I think you'd be great!" (If she gives objections, use TENTATIVE BOOKING APPROACH)
 7. Coach the Hostess – "I'd love for you to get a whole lot more out of it than you put into it...can I give you a few tips to help you have a successful show?" Give her a hostess packet.
 8. _____, there's just one more thing I want to say because I truly believe it...I think you would be great doing what I do! Have you ever considered having your own small business? See what she circled. Give CD and recruiting packet.
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CORRECT BOOKING APPROACH

(During Individual Consultation)

Get below eye level – Look client in her right eye...smile and nod up and down...

"At every class I always select a couple of people who I would most like to have as my future hostesses and tonight _____, I've selected you. (Smile, pause...) Tell me, is there any reason why when we get together for your follow up appointment that you couldn't share it with a few friends and have a class? I think you would be a wonderful hostess!" (Be silent until she responds.)

TENTATIVE BOOKING APPROACH

(Used when given an objection during the Correct Booking Approach)

"Well _____, I know when you do you have your class, you'd like (Hostess) to receive credit for it, isn't that right? (Nodding your head yes)

Then suppose we do this. We can set a tentative date now, with the understanding that when the time comes and if it's inconvenient, you can call me and we'll change the date, OK? Let's take a look at the calendar and find something that you think will work. Which is better for you, beginning or end of the week? Etc."
