

# Booking Gets It - Coaching Keeps It

Inside this packet, you will find many excellent suggestions on how to coach your hostess. I suggest you print this packet and file it in a notebook or in a folder for future reference! Whenever possible, I've given the original source credit. I've listed the title of the coaching subjects below.

Enjoy!

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- Coaching Is Everything - Pre-Profile Conversation by ESD Judi Tapella
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## Coaching Is Everything - Pre-Profile Conversation

By ESD Judi Tapella

I really try very hard to get my pre-profile calls made 4-5 days ahead of the skin-care class because you may find out some one is unable to come and that still gives the hostess time to invite other people. It gets them excited about it and confirms they're coming. So the conversation would go something like this:

Hi (name of guest), my name is (your name) and I'm a friend of (hostess). I'm her Mary Kay Beauty Consultant, do you have just a quick minute? I want to ask you a couple of questions about your skin, so I'm prepared for your makeover on (day of class) at (time of class). Ok.... great!

(name of guest), have you ever tried Mary Kay before? How long ago? Oh, I can't wait to get your opinion of the new Mary Kay products. We have completely changed the line in the last couple of years. Ok, would you say your face is dry, normal, combination or oily? How do you currently take care of your skin? (Name of guest), do you use a cleanser or a toner or moisturizer? Oh I'm so glad you take good care of your skin. Would you describe your complexion as fair, beige or bronze? What is your hair color and eye color? What would you like to learn about as far as techniques or skin care in general? If you could change something about your skin, what would you change? We are going to be starting (day of class) at (time of class). I will love if you could be there fifteen minutes before the class. Then we'll do two things; first, we will check the colors that I have selected for you to make sure they will work for your skin tone. The other thing I want to do is to pamper your hands with a wonderful Satin Hands pampering treatment.

The facial is complementary; I do have products available if you find something that you like. This appointment is called a learning facial. You are going to be learning about your skin and how to take care of it. Then you will have the opportunity to schedule a follow-up, where you are going to learn some advanced glamour and skin care techniques from me as well as things that fit your personality and your wardrobe. If you like we can schedule that now. So if you want to, you can go ahead and book that follow-up.

(Name of hostess) is only able to have 6 people at the table on (day of class) and she selected you, so if for some reason you can't go, make sure you give her enough warning so she can fill your spot. OK? I can't wait to meet you, (name of guest), a few minutes before (time of class) on (day of class). Have a great couple of days! I will see you soon."

So, that is a pre-profile conversation. I write all her information on the profile card, and then I go through and I select all my color that I'm going to use for each particular person. One thing that I've done is I use the two cards with the Black Cherry & Cinnamon Twist lipstick that comes in your starter kit. Then, I've created a couple of other looks on those MK Signature pink cards where you can create your own look, so that I have about 4 different looks I can choose from. I choose to keep two eye shadows, blushes and a lipstick at my class so the focus is on skin care. Remember, BOOKING gets it.... COACHING KEEPS IT!

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## Coaching

By Sr. Director Sherry Hanes

**Goal setting for what she wants**—remember, she is thinking “what is in it for me?”

**Take her as your partner.** Explain to your new upcoming hostess that you want to do everything you can to make her class smooth and successful. One of the ways that she can assist you with that is give you a list of those she is inviting and their contact number in the next couple of days. You can call and predetermine each person’s skin type and glamour preferences in advance, which will allow you to come with a goody bag already labeled for each of her guests. **Set a definite date and approximate time that you will be calling to get her list.** Encourage her to collect outside orders. Give her an outside order sheet along with some Beauty Books and Look Books.

**Teach her how to invite her guests.** You may suggest a dialogue that sounds like:

*“Hello \_\_\_\_, this is (your name). Do you have a quick minute? Great! I am so excited! I just scheduled a Girls’ Night Out with my Mary Kay Beauty Consultant on (date) at (time). She is allowing me to invite 5 of my favorite people to have some fun, pamper ourselves and relax. I thought of you because...(you are so much fun, you like to experiment with cosmetics, etc.) We are going to have a great time and I would love for you to come. It is by reservation only, so I’ll need to know definitely as my Consultant will be touching base with you to get some skin care and color information so she can prepare a goody bag for each of us. Can I save you a spot and count on you to join the rest of us?”*

**Give her suggestions of who to invite.** Friends, family, neighbors, co-workers, church friends, spouses co-workers, contacts through children (sports, PTA) who like to try new things, enjoys looking good, loves makeup, has great skin, has trouble skin, just had a baby, just got a promotion, is under a lot of stress, could use a night out, loves to be pampered. These ideas will help her compile her list. Let her know that she will want to invite 6-7 to get 3-5 joining her.

**At the set time, call her to get the guest list complete with name, phone #, best time to reach & why hostess thinks guest would want to come.** If you will take the 15 minutes extra for each class to call the guests invited to attend, you will have great attendance, postponements will happen rarely and sales will be higher. And...if she should not be able to attend at the last minute, you will still have her information to call her for an individual makeover (of course you may want to reward the hostess with a little something or small discount should she become a customer later.) **Also at this time mention to the hostess that she will want to keep refreshments simple. Coffee/tea and cookies are great.**

**Call the guests.** Explain that you are the consultant who is conducting (hostesses’ name) class and that you are preparing goody bags for each guest and if she has a moment, you’d like to ask her a couple of questions about her skin type and color preferences. **And then do ask permission for time to proceed or if now is not a good time, an appropriate time to call her back.**

- Ask skin care questions from the Skin Care Profile to determine what her needs are going to be. A good question to add is *“If you could change one thing about the complexion of your skin, what would it be?”*
- To determine a Color Look in advance, you might ask questions like: What is your hair color? What is your eye color? Do you prefer a Natural, Career or Dramatic Look when it comes to applying color cosmetics? Tell me some of the clothing colors you are wearing this season.
- Say *“(Hostesses’ name) thought you’d enjoy the class because (whatever hostess said), but (name) what is it that you hope to gain at our class?”* Again, this let’s you know what her needs are.
- Be sure to let her know the correct date and time.
- Ask her to arrive a few minutes early for a special hand and lip treatment.
- Tell her that she is under no obligation to purchase, but that if she should try something she likes that you will most likely have it with you! (This way she knows to bring her purse.)
- Also let her know that you have limited the Hostess to only inviting 4-6 people and she especially wanted to invite you. However, if for any reason, you can’t come, would you please let Hostess know, so that she can invite someone else to take her place?
- Tell you look forward to meeting her in person and that you know she’ll really enjoy the class.

**Call the hostess for her outside order list and tell her why all of her guests are excited about coming.** This would also be a great time to confirm the directions.

**Prepare a small Mary Kay bag for each guest** complete with a Beauty Book, applicators, pre-selected colors or look, skin care packets (unless demonstrating from full-size tubes), facial cloth, cotton pads for blush and powder application, & your business card.

**Bag all outside orders** complete with a brochure and a business card.

### **Kitchen coaching**

- Arrive with a great attitude—leave all your personal challenges in the car. You are there to be about them! You will find that a class is the best therapy, as it gets your thoughts off of you and onto their needs.
- Arrive at least 30 minutes ahead of time so that you can get everything set up.
- Set the trays around the table with each person's goody bag beside her tray. You will want the hostess to be situated beside you.
- If you have not already worked with the hostess to choose her colors and her look, do so now.
- Ask the hostess who is coming today that she thinks would be a great hostess?
- Ask the hostess who is coming today that she thinks would be a great consultant? What about her? Ask her to watch you today to see if she can see herself doing what you do.
- Ask her to keep any refreshments until the end.
- Ask her where would be the best place to work with each individual privately at the end about her own personal needs—i.e. in the den while refreshments are served at the table or at the table while refreshments are served in the den.
- Place the Foot & Leg Cream, TimeWise Body Lotion, Satin Hands & Satin Lips by the sink to be ready to pamper the guests when they arrive. You may choose to teach the hostess how to demo these things or ask her to assist you or you may choose to demo them while she welcomes everyone (which is a great way to get to know the guests.)
- Remember the 4-Point Recruiting Plan—**BEST**
- **B - BEFORE THE CLASS** Ask the hostess who is coming today that she thinks would be good doing what you do? What about her?
- **E - ENTHUSIASTIC TALK** - Tell everyone why you enjoy your Mary Kay business.
- **S - SELECT** - the Hostess plus 1 additional guest to give career information to.
- **T - THANK YOU GIFT** - Offer \$50 in free product to anyone who recommends someone who becomes an active consultant with Mary Kay.

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### **Foolproof Coaching**

**Shared by Mary Sunderland**

Nothing is more frustrating in this business than cancellations so here are some great ways to change that from happening.

#### **Step 1: Commitment Statement at Time of Bookings**

Once you have confirmed the appointment as a definite appointment, it is imperative that you use an effective commitment statement. It has to let the customer know you're serious while still making her feel welcome and excited. Here are some examples: You can design your own, but if it's not working, it's not serious enough. I usually even laugh when I talk about a "broken arm" or "short of death." If you don't tell them this is important, they will not know it.

..."I am so excited to get together with you. You're going to love your new look. I need to ask you one more thing. Will you promise me, that you will do everything possible to keep this appointment? And heaven forbid if something horrible happens, like you break your arm or something worse, that you will call me, if at all possible 48 hours in advance, so I can schedule someone else in your spot. My schedule is so tight that it's crucial that every single appointment I schedule holds. (Wait for response..) Thank you so much.

I know we're going to have a great time. I'll be calling you date for the names of anyone you'd like to bring and I'll see you (day of appointment)."

..."Thank you so much for agreeing to come and be my model. I can't wait to see your before and after pictures in my portfolio book. Just so you know, I have to have a model there to participate in the class so I'm really counting on you to

be there. If for any reason an emergency comes up and you aren't able to make it, think of someone 2nd best, you could send in your place so I will still have a model. I'm hoping that won't happen because you're going to love your look and it will be fabulous. See you \_\_\_\_\_."

..."I'm thrilled to have the chance to get together with you and your friends on \_\_\_\_\_. I just want to warn you that I have found that at times some women can be kind of flakey. If for any reason your friends cancel on you at the last minute, I don't want you to take it personally or feel bad. You're the most important person I want to have there anyway. Even if it's just you and I, we'll still get together on \_\_\_\_\_. OK?"

... "We're going to have a great time at your appointment, but I want you to know that I'm not one of those "fly-by-night"make-up ladies. This is my business and I take it very serious. I have a specific amount of appointments available so it's crucial that we hold our appointment on the date we schedule. Promise me that nothing short of death will keep you from coming then, OK?"

STEP 2: FOLLOW UP NOTE: Send the moment you get off the phone

Follow up with hostess 1 to 2 days after the class has been booked. Make sure they have started to invite AND to offer to send out invitations for her. Their excitement is still high, and I have given them a sense of urgency to finish their guest list. Start early in the day and call her for the guest list. She won't have it 90% of the time, that's ok. Your call will go something like this:

"Hi, \_\_\_\_\_! I'm so excited about your Girls Night Out Party on \_\_\_\_ and I'm just calling to get the names and numbers of the friends you'd like to come. Also, you MAY want to have me send out invitation postcards for you, so we may even need addresses! Who's first on your list?" (She'll probably say she hasn't had a chance yet.) "No problem, you are in the vast majority! Let's just brainstorm for a bit and do as much of the list in 5 minutes, and then you can call me later with the rest. Now I won't be calling them to ask about their skin type until a couple of days before the class, so this will still give you plenty of time to catch them yourself first. So who would you like to come?" DON'T say, "I'll call you later to get the list" because then you have to catch her home again and she still won't have it ... so when you've got her on the phone, FINISH THE JOB! Both of you will be very happy you did.

Step 3: DAY BEFORE CONFIRMATION W/HOSTESS

FROM YOU: "I'm so excited about your Girls' Night Out Party tomorrow night! It is going to be so much fun. I just want to get directions from you now, and encourage you to REMIND every single one of your guests, even the "maybes with a quick call! Even the most well intentioned guest can forget. Do tell them how excited you are and how much fun it is going to be. That way if they come home stressed and exhausted from work, and are tempted to just stay home, they'll remember that this is going to be a FUN event and a chance to reconnect with girlfriends. Sound good? Any questions? Thanks so much

..."I'll have everything set up and be at the door for you at (time) sharp."

..."I'll be there at (time) sharp with everything we need for a great time."

"See you then."

Step 4: WHAT TO SAY IF THEY TRY TO CANCEL

Sometimes a hostess will get a few last minute cancellations and call you panicked, ready to throw in the towel. It is easy to say, OK, let's set a new date but DON'T DO THAT! Instead say, "You know, Mary, you and I have both have this time set aside, so I have a great idea!! Some of my very best classes have been impromptu, last minute ones. Call the one guest who IS coming and ask her to please bring a friend! Then run next door to a neighbor or two and tell them, 'oh my gosh. My Mary Kay Consultant is coming to do a class and all my guests pooped out! Can you come?' It's amazing how many people can pop over on last minute notice! You will have a great class. So I'm going to head your way, and you hop on the phone and out the door! I can't wait to see what happens! See you in an hour." She almost ALWAYS has 3 or 4 guests there when I arrive and they are some of my best classes. So don't take no for an answer. Help her feel successful by giving her a better idea!

OK, there you go with lots of ideas, and words to say to your hostess'. Now it's up to you. By coaching and doing little more extra work on the front side of a class can make a huge difference! Have fun!!