

Suggested Checklist for Coaching

- _____ Give her a hostess packet when she books. Schedule a 10 minute phone appointment OR 30 minute coffee (offer to buy her coffee, this is well worth your while) within the next 24-48 hours to go through a few things with her. You might be careful not to overwhelm her with too much information.
- _____ Be cheerful and positive when coaching your hostess.
- _____ Give the hostess a suggested script to follow when inviting guests, and encourage her to make the calls as quickly as possible.
“Hey Susie, it’s Anne! What are you doing next Saturday afternoon? Great! I’m having my Mary Kay girl come over to pamper me and my friends, and if you come I get free stuff! I’ll also have some great snacks and CHOCOLATE. Can I count on you?”
- _____ Encourage her to invite ten to twelve people in order to get five guests.
- _____ Ask for the hostess to provide you with the guest list (including phone numbers so you can pre-profile them) by a certain date.
- _____ Ask the hostess to keep it simple. She may want to serve light refreshments **following** the class.
- _____ Confirm the location and time of the class. You may want to get directions at this time.
- _____ Discuss the class area and lighting arrangements with the hostess.
- _____ Discuss childcare needs with the hostess, if needed.
- _____ Explain the hostess program and ask her to set a goal.
- _____ Encourage your hostess to take orders from those who can’t attend the class, and let her know that those sales count towards hostess credit.
- _____ Remind the hostess to encourage her guests to be prompt.
- _____ Reassure your hostess of your professionalism. Let her know you will be arriving 1/2 hour early so you are ready for her guests. End your conversation with positive, enthusiastic expectations.