

Suggested Script for Coaching

_____ **Give her a hostess packet!**

_____ **Be cheerful and positive!**

_____ **Explain the hostess program and ask her to set a goal.**

The first thing I'd like to talk about is your free product! Did you have an idea of which products you wanted most? Let's make a list for you. Now, there are three things you need to do to get your free product: hold your appointment on the originally scheduled date, give me your guest list in advance, and have 2 or more friends there who are over 21 and do not currently have a consultant. Just for doing those things you get to shop at 50% OFF! AND you also get 10% of your friends' sales in free product as well! How does that sound to you?

OR explain which promotions you are running for her.

_____ **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.**

Susie, the next thing I would like to chat about are these catalogs and sales tickets. These will help you increase your sales so you can get more free stuff! These are for people who won't be coming to your appointment with you. I will collect them from you at your party and I'll even handle the delivery for you. Be sure they list their phone number on the sales ticket so I can take care of them. I want this to be a situation where I do all the work and you get all the credit! I find that most of my clients prior to their appointments will have around \$100 or \$150 in outside orders. That, of course, is only going to help you to earn more free products.

_____ **Encourage her to invite six to ten people in order to get three or more guests.**

Another form I'd like to go over is the guest list. Now, Susie, you want to invite at least six to ten people – that way you'll be sure to get your free products. Also I need you to list anyone who maybe could not attend, but would love to get together with me because, guess what, you get referral credit for that.

_____ **Give the hostess a suggested script to follow when inviting guests, and encourage her to make the calls as quickly as possible.**

Let's talk about how to have a great appointment, which includes how to invite your guests. Susan, since we're business partners, I wanted to take all of the guesswork out of everything for you. So when you call your guests, be sure to use the script I'm going to give you right now because you know what, it works great!

"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. I really need you to help me earn some free stuff so can I count on you? I need a yes or no, but no maybe's!"

_____ **Ask for the hostess to provide you with the guest list (including phone numbers so you can pre-profile them) by a certain date.**

Susie, I'm really looking forward to your party. I am committed to making it a great time for you and your friends and being super prepared for them! Could you email me by _____ with your guests' names and numbers so that I can talk to them and see what products I need to bring for them?

_____ **Ask the hostess to keep it simple. She may want to serve light refreshments following the class.**

Susie, if you want to do some goodies that's totally fine. You can do a bag of M&M's or go gourmet, wither way is fine with me. But we need to save them until the end so we have something for people to do while we do individual consultations, not to mention we need to start on time for your friends who are on a time budget. I've found that if food is out at the beginning, people naturally gravitate towards it and then we don't run your party on time! Also, if you want to have cocktails or something that is fine, but please hold on serving them until the end due to liability reasons for my business.

_____ **Confirm the location and time of the class. You may want to get directions at this time.**

So Susie, did you want to hold your pampering session at your place or mine? Let me go ahead and e-mail you directions so you can forward them to your guests.

_____ **Discuss the class area and lighting arrangements with the hostess.**

So Susie, were you planning on using your kitchen table to hold your appointment? And do you think we'll have enough light or would you like me to bring an extra lamp for you?

_____ **Discuss childcare needs with the hostess, if needed.**

I totally understand that not everyone can find childcare easily so if you do have friends need to bring their children, we'll need to make accommodations for them. It's hard for women to concentrate or be pampered when they are distracted by their children so if they bring their kiddoes, would you mind letting me know and I'll bring a sitter with me? I'll be happy to pay her in free product for you.

_____ **Remind the hostess to encourage her guests to be prompt.**

I know that some of your friends will be on a time budget so please remind them that we would like to start on time. AND, if they come 10 minutes early, they will get to do the Satin Set, which everyone loves and I know you are excited to get to do again!

_____ **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.**

Susie, I want to have everything ready on time for you so I will arrive about 30 minutes early to set up. Is that OK with you? I know we are going to have a great time and I am so excited for you to get that _____ for free! I'll touch base with you on _____ to get your guest list. Call me if you have any questions and I'll talk to you soon!

_____ **Mail the hostess a card telling her how excited you are about a week prior to her appointment.**