

Hostess Coaching for Success

If you complete each step of this plan for EVERY class and treat each Hostess like your Business Partner, you will have success in ALL Aspects of your Business!

Mary Kay has always said,
“A class worth booking, is a class worth coaching.”

Coaching does work if you follow through!



Step 1 ~ Be Set Up For Growth!

It's important to decide on your personal goals each month! If your goal is to hold 8 classes per month (just 2 each week), then you should have 24 Hostess Packets made up! This way you have enough for both the original class booked and for the additional classes you have booked from the original class. When you book a class, each new hostess should be given one immediately, or if it is booked over the phone—you'll want to send it to her right away!

Step 2—Initial Coaching

You will walk your hostess through the Hostess Packet at the time you book the appointment if you book from your class or over the phone after she receives her packet. You'll want to explain how she can earn the most FREE Product and find out what she is most **EXCITED** about receiving! Make sure you walk her through your Hostess Checklist and encourage outside orders, suggesting that she take the Look Book to work with her. Explain she can earn the Brush Set for FREE with future bookings! Finally, you will want to set up a time within the next couple of days to get the guest list along with their phone numbers and addresses. Explain that you will call her girlfriends to ask about their skin type and any special concerns they may have. You will also send out a reminder postcard!

Step 3—Telephone Coaching

This should take place approximately 2-3 days after you've initially coached her. Remind her that you will be calling her guests to check with them on their skin care needs. Tell her how

EXCITED YOU are about getting together with her girlfriends and the **FREE** product she will receive! Next, call her guests to pre-profile them and then call her back to let her know how excited her guests are!

Step 4—Pre-Class Coaching

Arrive 30 minutes before the class is to start. Give your Hostess a sincere compliment. Set up for the class. Ask her where a good place to do the Individual Consultation would be. Be sure to execute ALL 4 Steps of the Four Point Recruiting Plan (See your Career Essentials guide or www.marykayintouch.com). Get good at it and you'll be **adding bookings and recruits at every class!**