

COACHING IS THE KEY!

Booking is the lifeline of Your Business

1. Make a list (who would give their opinion, be a model, etc.) 30 minimum.
2. Mark your date book - when will you work your Mary Kay business?
3. Practice your script.
Will you be wimpy or confident?
Remember you are not asking for a favor, you are offering something wonderful!
4. Practice working through the 4 or 5 objections:
No time, Tried MK once, Broke out,
No money, Use ___ brand.
5. Schedule an uninterrupted time to call.
6. Call until you get 8 - 10 scheduled in the next 2 weeks.

Booking Gets it - Coaching Keeps It

Why Coach?

- To establish a rapport with the hostess & to give her confidence.
- To establish a rapport with her guests & solidify the appointment.

When do we coach? - 3 opportunities (see next column).

Hostess Packet

- Look Books
- It's Girl Time hostess Brochure
- Business Card (with lip gloss label)
- Recruiting Brochure
- Recruiting CD

EVERYBODY WINS!

Go through the It's Girl Time program and explain how she can get \$75 in product for \$35 or \$100 off the filled Roll-Up Bag.

- At least 3 girlfriends
- Get 2 new bookings
- Keep the original date to get a bonus gift!

Optional: An extra \$25 bonus for collecting \$100 in outside sales.

Your class will be a HUGE success when your hostess understands how to do her part. She wants success as much as you do.

She needs you to show her how!

Coaching Check-off lists

Put the following Coaching Check-off lists on index cards and use one for each and every class!!

Initial Coaching (When you book it)

- "I want you to get more out of this than you put into it."
- Give her a Hostess Packet, have her promise to read it & set up a time within 24 hours to call her for her guest list.
- Make sure she understands how to get \$75 in product for \$35 & ask what she would like.
- Give her ideas about who to invite & what to say - that she will need yes or no answers - reservation only basis.
- Stress "on time" to participate - "early" for special pampering.
- Stress the importance of outside orders & bookings. Say "_____, this is my business & you can count on me. Can I count on you, and if I can, I have a special gift for you for keeping your scheduled appointment?" (wait for a reply and shake hands).

Telephone Coaching (within 24-48 hours)

- Get names, number, and best time to call guests.
- Encourage her to over invite & to confirm each guest.
- Discuss where to have the class & individual consultations.
- Keep refreshments simple.
- Remind her she gets \$75 in product for \$35. Find out what she wants to work for.
- If it's her Glamour appointment, remind her to be up to her foundation (clean face, moisturizer & foundation) when you arrive.
- Review directions if going to her house & put them in your date book.
- Regarding children - we all love them, but this is Mom's night out to be pampered. Let's find someone to watch the kids (offer a lip-gloss for the sitter from you!).

Pre-class Coaching (when you arrive)

- Arrive 30-45 minutes early.
- Give her a sincere compliment.
- Say, "Tell me about your friends who are coming today." (1st. Pt. in the recruiting plan) Tell her to watch you.
- Remind her not to offer drinks or refreshments until the end during individual consultations. You don't want them touching their face with dirty hands and blaming a zit on our products when it was the cookie! He, he, he!
- Instruct her makeover while setting up.