

## **Hostess Coaching-Insurance that your Classes Hold**

Your business is built on classes that hold. Avoid postponements with a very effective insurance policy. Insurance Policy? Yes, you read correctly. The most effective insurance policy is consistent, thorough hostess coaching.

	1st class	2nd class	3rd class	4th class	5th class	6th class	7th class	8th class	9th class	10th class
1. When I booked my hostess for her show, did I make sure it was <b>firm business appointment</b> by saying, "This is my business and you can count on me to be there rain or shine ... may I count on you?"										
2. Did I excite my Hostess about what she is getting for free? Does she know " <b>what's in it for her</b> " so she has a reason for having the party? Must have a great hostess program!										
3. Did I ask the Hostess all the questions to complete the <b>Create A -Look</b> from <a href="http://www.marykayintouch.com">www.marykayintouch.com</a> ? Go to <a href="http://www.marykayintouch.com">www.marykayintouch.com</a> under Business Tools or a Trend Look.										
4. Did I clearly communicate the <b>goal of having 6 people at her appointment</b> by saying, "Suzie, my goal is to have 6 people at each of my appointments so I can maximize what I can give you for free, which means we'll want to invite 15 women. I want you to get more out of this than you put into it. So, let's work together to make this happen, ok?"										
5. Did I set up a specific time get <b>her guest list</b> . The time should be within 24-48 hours of setting up the appointment. Did I stop by to show her the hostess program and for her to complete the " <b>40 guests in 4 minutes?</b> " Did I leave with a min. of 15 women to invite?										
6. Did I make it clear <b>how we would invite her guests</b> : <b>Option 1:</b> Postcards through the mail. Fill out together at the Hostess Coaching Appointment. <b>Option 2:</b> Beaute-vites. Go to <a href="http://www.marykayintouch.com">www.marykayintouch.com</a> under Business Tools. Send out together at the Hostess Coaching Appointment.										
7. Did I <b>send out invitations</b> right away (even if it's 2 weeks away)? You may want to add a sticker to her postcard that offers 1 item at 50% off for attending the party. It gives them another reason to attend.										
8. Did I call those guests promptly to <b>pre-profile</b> them by using the following dialogue? " <i>Hi _____. My name is _____ and I am the Mary Kay Consultant that will be conducting (hostesses name) makeovers on (date). Do you have a quick minute? I wanted to check and see if you received the invitation and I wanted you to know that I asked (hostesses name) to invite some of her sharpest friends and those she really enjoys spending time with and you were at the top of her list. So, are you going to be able to join us on (day)? I just need to ask you a couple of questions to prepare for the makeovers: (1) Are you using Mary Kay products or have you tried them recently? (2) Would you describe your skin as dry, normal, combination or oily? (3) Is your skin tone: ivory, beige, or bronze? (4) If there was one thing you would like to change about your skin, what would it be? (5) For lip gloss, would you like to try a pink, a berry, a peach or a chocolate? I'm looking forward to meeting you on (day) and the makeovers will start promptly at (time). If you could come about 15 minutes early I will be able match your foundation shade for you!</i> "										
9. <b>The WEEK of the party ...</b> Did I <b>call the Hostess</b> each time I pre-profiled her guests to confirm the number attending, and make sure she has a table and enough chairs to facilitate the class?										
10. <b>The day of the party ...</b> Did I <b>call all the guests</b> and tell them it's just a last minute reminder call by saying, "Suzie probably won't tell you this, but her hostess credit is dependent on how many people are there today and she's counting on you being there. I can't wait to see and pamper you at 7 pm? I know you might be tired after a long day at work, but please come anyway. I promise you we'll have a great time."										

**As Mary Kay often said, "If a class is worth booking, it's worth coaching."**