

Suggested Checklist for Preliminary Coaching

by ESSD Marla Bolling

- _____ Give hostess packet and review it with her. You might be careful not to overwhelm her with too much information.
- _____ Help her make her guest list and encourage her to invite eight to ten people in order to get five guests.
- _____ Give the hostess a suggested script to follow when inviting guests, and encourage her to make the calls as quickly as possible.
- _____ Ask the hostess to keep it simple. She may want to serve light refreshments following the class.
- _____ 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.
- _____ Plant the seeds for future bookings and team building. Ask her who she thinks would be interested in the Mary Kay business opportunity. You might put an asterisk next to the names she offers.

Suggested Checklist for Phone Coaching

- _____ Be cheerful and positive when calling your hostess.
- _____ Review the hostess program, and ask her if she has set her goal yet. Re-emphasize that hostess orders and bookings count towards hostess credit.
- _____ Ask for the guest list, including addresses and phone numbers so you can pre-profile them. Also ask for names and numbers of people who can't attend but might be interested in purchasing Mary Kay® products or might like to hostess a class. You might put an asterisk by those names.
- _____ You might suggest people she could invite if she is having difficulty finding friends, such as relatives, church friends, neighbors and co-workers.
- _____ Remind the hostess to encourage her guests to be prompt.
- _____ Reassure your hostess of your professionalism and end your conversation with positive, enthusiastic expectations.