

PREFERRED HOSTESS

REWARDS PROGRAM

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A Very special thank you to Top Director Tracey Chavez and NSD, Cindy Williams for creating the original Hostess Xtravaganza program and flyer. With Tracey's permission I have modified the Hostess incentives and flyer to "blend" with some of our unit incentives. Following is an explanation of the program and some tips to help you "Layer On" the excitement!!.

Who is a Preferred Hostess?

I would suggest you offer this incentive to your customers who are already purchasing Skin Care. Call your customers and offer them an opportunity to get \$250 free by hosting a party. Exception could be new consultants offering this to friends and family.

Existing Customer: suggested dialogue *"Hi _____, it's _____ your Mary Kay Beauty consultant. I'm calling to let you know about an exciting opportunity for you to get \$250 in free Mary Kay product. Do you have a minute for me to give you the details? Great! Here's the scoop. I have been asked to give 30 complimentary facials this month and ask non Mary Kay users to compare our anti-aging skin care line with products they are already using. In conjunction with this assignment, I am field testing our new Preferred Hostess Extravaganza program. _____, you can qualify to receive up to \$250 in free product just by partnering up with me by being a hostess and inviting 3 friends to join us. You would get a great new Look for Spring and your friends would receive a wonderful pampering appointment which would include a complimentary facial. I'd love to show you how to qualify for all of this free product. It's fun and easy and I promise you & your friends will have a great time. Since this is a limited offer, is there any reason why we can't go ahead and get you on my books?"*

Book her 😊

New Customers: You would also want to offer this program to guests at a Party who have purchased skin care. After taking their order and scheduling their follow-up facial you can incentivize them to earn \$250 additional product by sharing their 2nd facial with friends. You would not show the flyer or mention the incentives until she had made her purchase.

You could present it as follows: *"Susie, I am so excited that you are going to be investing in our fabulous skin care line tonight. That is absolutely the best place to begin. I'd love to go ahead and schedule your follow-up facial so I can give you that Customized Color makeover and microdermabrasion treatment I promised". Set the date. "_____, I want you to know that based on your purchase tonight, you are qualified for my Preferred Hostess Program where you can get up to \$250 in product absolutely free". (If her hostess that night got the free products, you can say "remember all of the free products Mary got tonight?.... well, you can qualify for all those goodies too. Just by sharing your follow-up appointment with 3 adult, non Mary Kay friends, you will receive the Compact Pro and be eligible to get the rest of these products for free...point to the items on the flyer. In addition _____, your hostess will get additional credit when you book tonight. I'd love to partner up with you and have you qualify for all of this free product." Keep smiling, nodding and schedule her Party! 😊*

Give her a hostess packet with Look Books, dialogue for contacting her guests, a copy of the Hostess Xtravaganza Flyer and outside order forms. If time doesn't allow you to go over the packet, ask her to start creating her guest list, the more the merrier, and ask when you can call her tomorrow to finish your coaching steps.

continued...

Pre Party Hostess “Coaching” After getting her commitment to book, with 3 friends to get the Compact Pro, I suggest you “**LAYER**” on the information as you are explaining all the goodies she can get:

For example:

_____” *Let’s go over this and see how you can maximize this hostess program and get \$250 and a ½ price shopping spree.*

Ok, to begin with just by holding your party on the scheduled date, having 3 adult non Mary Kay users join you and giving me their names within a couple of days, you will get the beautiful Compact Pro, absolutely FREE. That’s a \$35.00 value.

Next, by bumping up your guests to 5, you can also qualify for a ½ price shopping spree Which can be used on anything you want in the product line. “ (Remember, she is already a skin care customer so you can suggest she order supplements, body care, etc.)

“And this is exciting....You’re probably going to find that some people you invite won’t be able to come, but may actually like to order from our catalog or my website. Remember, you can even include relatives and friends who live out of town. With just \$125 in outside orders you can completely fill your Compact Pro with 6 customized Mineral Eye Colors, Blush, Bronzer, Pressed Powder, applicators, mascara and cosmetic sponges, worth over \$100.

But wait, it gets better....When the party sales are \$500 or more, which can easily be the case with 5 or more people there, you’ll get an additional \$64 in free product!!!!”

GET HER EXCITED....then (more layering)

_____, *if you’d like to maximize this program and get 5 girlfriends to join us, I suggest you make a guest list of 10, if possible. When you invite extra people, we’ll be more likely to have 5 join us. You and I will be business partners. I really, really want you to get every single thing on this flyer.*

Moving to the booking box...”Oh, and _____, I’m confident your friends and family will have so much fun that we will easily get the bookings for these extra gifts. Which do you think you would enjoy the most...the Lighted Make-Up mirror or the Professional Brush Set?”

Note: The day of the party, ask her who is coming and note the ones who were invited that couldn’t come. You can mention that she can book another party with the guests that couldn’t come and that will count towards her booking incentives.

Before the party begins, Spotlight your hostess, thank her. Go around the room and ask everyone to tell you what they really love/like about her. You can then thank them for coming and say...”Obviously, you all love _____, and you are here because she asked you to come. I want to take a few minutes before we begin and show you all of the goodies _____, is working to win. Start stacking up all the products in front of her mentioning each one by name. (Do not mention the ½ shopping spree, just romance the products. Have a filled Compact Pro on display so they can see it. Pile the Color items on top of her empty tray and make a big deal out of all the free stuff she gets. Then mention that your goal is for them to have such a great time tonight that they will want to book their own party and when they do, their hostess will be able to qualify for some bonus items (Romance mirror and brushes, on display.) The Preferred Hostess Xtravaganza Program is designed to help you work full circle by booking from every single Party!

Your investment... Box 1: Compact Pro \$17.50; Box 2: 50% Shopping Spree, no investment; Box 3: When She has \$125 in outside orders you have paid for the compact contents and the \$17.50 cost of Compact. Box 4: \$64 free for \$500 class, your investment is \$32. Box 5: If she takes the Mirror, \$13, brush set would be \$24 your cost. Example, your Party total of \$500 (not counting the outside sales which is a “wash”), would give you a gross profit of \$250. If she completes all 5 boxes and with 3 bookings, your investment is \$56 (Box 4 @ \$32 & brushes @ \$24). This gives you a profit of \$194 and 3 bookings! ! Note: If the party doesn’t total \$500, let her know you’ll “leave it open for a few days” so she can take additional orders to qualify for the extra product.

Have Fun and Happy Booking!