

CLASS 3: COACH

the art of keeping your appointments

1 - Coaching Wisdom

- Coaching decreases cancellations and increases your hold rate.
- It's not luck; it's work --> simply follow through to the next step.
- "If it's worth booking then it's worth coaching." - Mary Kay Ash
- The goal of Coaching is CONNECTING.
- Connect with your hostess often. Hostesses are vital to growing a successful business; so be generous and communicative.
- 44% of sales people quit after the first try - 80% of sales require 5 attempts

2 - No Guest List = No Party

- How to get the guest list? EXPECT IT
- Initial Guest List is on the back of the Customer's Beauty Profile Card
- Memorize and Repeat the Booking script to turn any appointment into a party

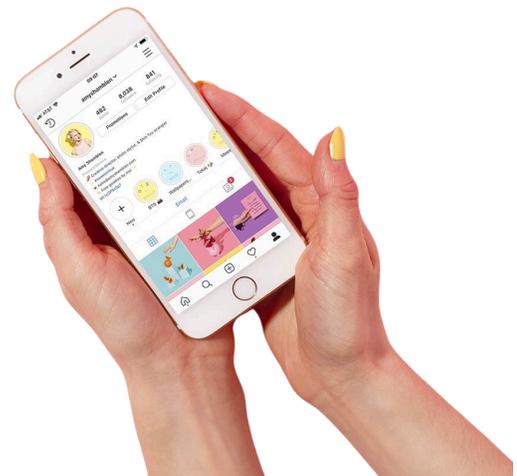
3 - You send out the invites.

- Don't leave your success in someone else's hands
- RSVP's on invites is your phone number & give them a gift. (mini hand lotion)
- Is snail-mail an option? Standout with this unexpected form of communication. Stickers & hand written notes are fun & remind you of middle school notes.

4 - Pre-profile Guest with these Questions (phone/text)

- **Are you currently using Mary Kay products?**
 - Yes or No
- **What is your skin type?**
 - a. Normal
 - b. Dry
 - c. Combination
 - d. Oily
- **Do you have specific skin allergies or sensitivities?**
 - Yes or No
- NOTE: Any SPECIFIC ingredient allergy/sensitivity can be cross-referenced to the Ingredient search on InTouch. IF non-specific then she should be fine to try any of our basic skin care lines.

PARTY PLANNING 101



5 - Invite for Hostess to send to guest list

Coach your hostess **to copy/paste** the image+text to her guest

Save the Date Girls for
some 💄 Fun Pampering
Time on Thursday @
6:30pm at my house!
RSVP via text to my
favorite beauty
consultant Auri [3054794](tel:3054794591)
[591](tel:3054794591) for a gift 🎁 from
her! Can't wait to see you
then 💕 😊 Annette



4 TYPES OF COACHING

1 - HOSTESS (3-DAYS PRIOR CALL HER - NOT TEXT)

- **RSVP's:** How many does she have? Hostess to encourage her guest to RSVP for a gift & register her Beauty Profile on your Mary Kay Website for an additional gift.
- **Hostess Program Reminders:** Does she have enough confirmed guests to qualify for your hostess program rewards? Remind her that outside orders count?
- **Color Appointment:** Arrive 1-hour prior to the party to do her color session.
- **Assistant:** During the party she will do the raffle tickets & satin hands w/ stragglers
- **Beverages & Snacks:**
 - After the facials; ideally during the MK Opportunity. Why? Greasy hands = Zits.
 - K.I.S.S. Keep It Simple Sweetie. Finger foods & sparkling water are perfect.
 - Alcohol = Red face & potentially poking out your eyeball with a mascara wand and I don't have insurance for that, lol.
 - Tablecloth: I have a black one, what's your table size? (makes the product pop)
- **Children:** Adult pampering is best without children. Tweens and above are great.
- **Bookings:** Ask her, who she thinks will host so she earns the most hostess rewards?
- **Sharing:** Ask her, who she thinks would be great as a business owner?
- **Increase Sales:** Prompt her to collect outside party sales for those not attending with a catalog & sales tickets or by sending them your website shop my party link.
- **After Party:** Send her a thank you note/message. (handwritten is best)

2 - GUEST TO A PARTY

- **Immediately:** send the party invite + script
- **They RSVP:** immediately send a pic of the gift they earned.
- **Pre-profile:** via phone call / voice to text -- your voice is powerful!
- **3-days prior:** send a message to earn another gift by bringing a friend
- **1-day prior:** register on your website link for another gift.
- **Day of Party:** party reminder with the hostess' address. Special prize for 1st to arrive
- **After:** send a thank you message/note/2nd appointment reminder

3 - FACIAL

- **Immediately:** send the invite with thank you message
- **Pre-profile:** via phone call / voice to text -- your voice is powerful.
- **2-days prior:** send another thank you message and get/give driving directions
- **Day of Facial:** have a great day or it'll be a great night.
- **After:** send a thank you message/note/2nd appointment reminder

4 - GUEST TO AN EVENT

- **Immediately:** send the invite with a thank you message
- **Pre-profile:** via phone call / voice to text -- your voice is powerful.
- **RSVP:** with your sales director all your guest
- **2-days prior:** send another thank you message and get/give driving directions
- **Day of Event:** have a great day or it'll be a great night. Special prize for 1st to arrive
- **After:** send a thank you message/note/2nd appointment reminder.



COACHING A GUEST FOR A PARTY

IMMEDIATELY

Hello (NAME)! I'm (YOUR NAME), (HOST NAME)'s Mary Kay girl ❤️😘😘❤️ I got your RSVP ... woohoo! I'm excited to see you on (DATE & TIME OF PARTY) at her home. So much fun + beauty tips too!😘😘 To customize your beauty experience, I just need to ask a few quick questions about your skin, is this a good time to call you?

Sure, call me now.

3 DAYS PRIOR

Hi (NAME)! Can't wait to meet you Saturday @10am @Amy's house. Here's a pic of your RSVP gift 🎁AND you can claim another gift 🎁when you bring a friend! Which friend would you like to forward the invite to? (YOUR NAME) 😘

Yes! Thanks for the reminder! I'll send it to my friend Lori.

1 DAY PRIOR

Hi (NAME)! Tomorrow we party at Amy's house at (PARTY TIME) . Here's her address (or google link) just in case if you need it and I'll have your gift(s) 🎁for you too. Lori did confirm for tomorrow! 😘

yay! She is fun!

3-4 HOURS PRIOR

*Happy Saturday NAME!
I hope you've had a great day and if not, no worries it's going to end great at your Beauty Session tonight.😘😘😘
(Also, special prize 🎁for the 1st to arrive)*

See you there!