

Coaching the Hostess - Consultants Work on learning this... It's Fun!

The following Coaching Conversation should be held 24-48 hours after the appointment has been booked. It generally works best if this is a scheduled "appointment call". When you are first getting started print off a copy, fill in appropriate blanks ahead of time and have it in front of you during the actual call. Follow along with a pen or pencil and fill in other blanks such as date and time as the call proceeds. It's just that easy!

Information sheets mentioned below can be found at www.unitnet.com/LisaJones on the



The Hostess discounts that are mentioned in this dialog are suggestions to help the consultant establish a good customer base. The profit that you initially forego by offering these, should be offset by the new customers the hostess introduces and future reorders. This is your choice whether these discounts are offered or not.

"Hi _____, It's _____ how are you? Are you having a good day? (Make a little Smalltalk ☺)

Well I know you're busy, so lets get started, learning about all the free product you can earn from having a Pinkalicious party. Do you have the hostess packet and a pen or pencil with you?.... (I'll wait while you get these.) You know _____, I'm not sure if you have had time to look over the information contained in the packet but there are a few sheets that I would like for you to take out... they are: "Be a Pinkalicious Party Hostess", the "Wish List" and the "MK Look Book". Do you have those in front of you? Great! Now on the "Be a Hostess" sheet you will see the ways how you can earn: \$100...\$200... up to \$300 in free Mary Kay products. Do you have an idea of how much you would like to shoot for? Great! Now on the top of the "Wish List" write in that dollar amount..... Now, let's browse through the "Look Book" and make a list of the products that you would like to receive for free.

(Mention some products that she might enjoy and take note of her feedback. Then have her jot them down on the sheet along with the prices. This should get her excited about trying to hit Her Goal.)

Now if you picked a "Book to Look" envelope at a previous event, I will be sure to present that item to you at your party. As you can see on the "Be a Hostess" sheet we have several different ways you can earn free products. So let's go over these and see how easily they add up to the \$_____ that you wrote down ☺

#1. The first \$20 in free MK products that you can earn, is for having 4 ladies attend who are....over 18..... and do not already have a Mary Kay consultant. Now _____ with life as crazy as it is, my guess, is that you'll need to get maybe 8 friends to say yes in order to count on 4 to actually show up. What do you think _____? (She'll agree.)

#2. The second \$20 in free Mary Kay is earned when your total party sales exceed \$250. This includes any outside orders, from friends that could not attend. If you have the four guests, the \$250 is usually pretty easy to do ☺

#3. You earn the third \$20 if we set up a separate appointment where you listen to me present the Mary Kay business opportunity. This can be over the phone, is just information and you will not be obligated in any way. Sound pretty easy? (*wait for yes.....*)

#4. And finally you earn an additional \$40 in free Mary Kay by having two of your guests hold a Pinkalicious Party of their own.

So tell me _____ can you get excited about how much free product is available to you so far?... Great!

Now let's go over the extra bonuses that can add up to an additional \$200 in free products!

Looking at the bottom of the "Be a Hostess" flier it explains that by having total qualified sales of at least \$250 the hostess can purchase 3 additional products or sets at 1/2 price! Plus you can buy the \$55 Professional Glamour brush set for just \$25! Have total qualified sales of at least \$500 and you also get to choose either the Compact Pro or the Travel Roll Up bag!

Ok _____ now lets take a couple of seconds to go over my best tips on making your party a success.

First off... I certainly LOVE kids .. (*I'm a mom too*) But the fact is, things will definitely go a whole lot smoother without children present. I know that sometimes this is impossible and that's Ok but we really need to try to see if we can arrange this.

Second... We want to have as many of our guests show up as possible. The key is, to go for twice the number of commitments that you really hope will attend. Even yeses can be "no shows". As we mentioned earlier ... Life happens ...☺

Now.... An invitation option that I can help you with is for me to email everyone on your guest list a special Beaute-Vite invitation directly from Mary Kay. (*This service is only available to consultants with a MK Personal Website.*) Using this method, both of us will easily be able to keep track of the responses. The Beaute-Vite can be used alone or in conjunction with other invitation types. Posting an event on



Lisa's Leading Ladies

Facebook or using other social media sites is another great option. Some ladies even prefer snail-mailing out actual printed invitations. *(If they want to snail mail let them know that you can provide an invitation for them to print out – see website)* No matter what invitation method you choose to use the very best way to get the most yeses is for you to also call them on the phone or talk in person. As the event draws close, I recommend that you follow up with: email & texts as friendly reminders.

What are your thoughts on all this?..... Great! Let me know what you want me to do.

Another critical key to a great party is for me *(you the consultant)* to be prepared with your guests specific skincare needs in their own personal tray ready to go before the first guest walks in the door.

This saves a TON of time! So I always like to have a quick phone conversation with every guest about 3 Days before the party...so _____... Do you think you can make all your phone calls in the next 2 or 3 days?... Perfect! How about you and I get together on the phone _____ day at _____ or you could even email me by _____ with a list of all the names, emails and phone numbers.

Which would be better for you... to talk on _____ day or email me by _____ day?

Just go ahead and let everyone know that I will be calling ahead to get some quick specifics about their skin type and such. ☺

Ok,.... I think we've just about covered everything.....

Oh _____, there is just one more thing. *(pause)* for some, Mary Kay is just a hobby, but I intend on making it my career. I take my business very seriously, so I want you to know that you can count on me to be totally prepared for you're party on _____ day at _____ o'clock. Whether you have ten guests, or it's just us, I will have everything set up and ready to go..... So is there anything you can think of that might prevent us from keeping this appointment? *(PAUSE... wait for answer)*

Awesome! I know that you are going to be so pleased with how much fun this will be and how much free product you will earn. Thanks so much _____, I don't want to take up any more of your time, so I will let you go.... Let's talk again in a couple of days.... ☺



Lisa's Leading Ladies

*"Everyone has an invisible sign hanging from their neck saying, Make me feel important.
Never forget this message when working with people."*

Mary Kay Ash

Coaching the Guests

Contact each guest ahead of time so you can set up with the correct products for their specific needs

Print off a copy of this dialog, fill appropriate blanks ahead of time and have it in front of you during actual call. Follow along with a pen or pencil and fill in other blanks such as date and time as the call proceeds.

Hi _____ this is _____ I'm the consultant conducting the "Pinkalicious Party" at _____'s this _____ night, do you have a quick minute? Great! I just need to ask you a couple of questions about your skin so that I can be prepared , OK? Great... First, what skin care do you currently use?..... Oh, OK ☺ Now, would you describe your skin as dry... normal...combination.... or oily? _____

OK.... Would you say that you have an Ivory, Beige or Bronze skin tone?..... _____

Now _____ if there was one thing that you could change about your skin, what would that be???

(After she tells you a concern say...) You will be happy to know that we have an awesome product designed specifically for women with those same needs and I will be sure to bring you a sample.

Now let me ask you this...Is there a special friend that you might like to bring along to this pampering session? Great ... check and see if she can make it and then get back to me and I will contact her about her skincare needs. I will have a small gift for you if she attends.

I am so looking forward to meeting you in person at _____s party.

We are all going to have a lot of fun! Thank you so much for you time..... ☺

"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, you can achieve."

Mary Kay Ash

Now! The next step is the actual "Pinkalicious Party" and this is where we use our awesome "Pinkalicious Flipchart" which takes us step by step through the entire party process. Again, all of these great tools can be found by going to www.unitnet.com/LisaJones and clicking on the "Pinkalicious Party Page"

You are in no way expected to learn all of these things overnight. The key to success is stick with it and take things one step at a time and remember... I am always here to help!

Love & Belief Lisa



Lisa's Leading Ladies