

# How DO I Successfully Coach My Hostess?

Thank you NSD, Tammy Crayk, for these incredible ideas!!  
Also, thank you to million sales director, Vicki Auth, for the "goodie bag" idea!!

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## GET A GUEST LIST!!

*Absolutely, the utmost of importance!!*

When the booking is written in your date book, say, "\_\_\_\_, (hostesses name) in addition to all those other fabulous hostess perks I have in store for you, I'll have another small surprise for you if I get your guest list within 24 hrs. Would it be better for me to call you back tonight or in the morning?" Wait for her answer....write this in your datebook. Soooo important to call back when you've schedule the time.

"\_\_\_\_, Great, I'll talk to you at \_\_\_\_\_. (Reconfirm the time.) to get your list of names, addresses and phone #'s. \_\_\_\_\_, to help you get the most from our hostess program, you'll want to invite at least 15 guests, 20 is better. You know how it is when you have a baby shower, usually only about 1/3 can attend. As soon as I get your guest list, I'll be sending invitations to each guest on your list and I'll also be calling them to pre-profile them to make sure I have exactly what I need for their skin type. Thanks so much and I'll talk to you on \_\_\_\_\_."

## With guest list in hand, you'll want to:

*Get those postcard invitations mailed out!*

(The company offers a really cute postcard invitation in section 2.)

Call each guest and introduce yourself. Tell her you're the consultant who is doing Susie's Mary Kay party on \_\_\_\_\_. Using the profile card as your guideline, ask what her skin type is and her skin tone. (This way, you know exactly what to take.)

Then ask, "When you wear color cosmetics, what colors do you usually like to wear? I'm putting together these really cute goodie bags for the party and I'd love to have what you love tucked inside." Thank her for her time and tell her you can't wait to meet her on \_\_\_\_\_.

## GOODIE BAGS:

*(Use a cute cello bag tied with a curly ribbon)*

Tuck in: mini hand cream sampler or one of our spa lotion samplers. Your business card with a magnet glued to the back, she won't throw it away....she'll stick it on her refrigerator.

Color Card with applicators

1-2 pieces of candy

**Say YES to Success and use these fabulous ideas!!**