Preprofiling & Hostess Coaching - Insurance that your classes HOLD!

ESD Heather Julson Check when completed

Your business is built on classes that hold. Avoid postponements with a very effective insurance policy. Insurance Policy? Yes, you read correctly. The most effective insurance policy is consistent, thorough hostess coaching. As Mary Kay has often said, "If a class is worth booking, it's worth coaching."	1st Class	2nd Class	3rd Class	4th Class	5th Class	6th Class	7th Class	8th Class	9th Class	10th Class
1. When I booked my hostess for her show, did I make sure it was a firm business appointment by saying, "Would you do me a huge favor? Please go home & check with your family/friends to make sure that this is a good day/time. I will set this day and time aside for you and your girlfriends and will say no to all other clients asking for that time slot in reality, I will be turning away business for that appt time. If you call me within the next 48 hours, I can easily change the day and time and it won't affect my business, however the closer we get, the more it does. If I don't hear from you within the next 48 hours, I will assume that no news is good news and that we are good to go for sure. Does that sound fair?										
2. Did I excite my Hostess about what she is getting for free? Does she know "what's in it for her" so she has a reason for having the party?										
3. If I'm customizing a look for the hostess, do I know her eye color, hair color, skin color, eye shape, face shape and lip size? You'll need that info to create her personalized look. To do this, go to www.marykayintouch.com, go under Business Tools, and then Create-A-Look Online Makeover.										
4. Did I clearly communicate the goal of having 5-6 people at her appointment by saying, "Suzie, my goal is to have 5-6 people at each of my appointments so I can maximize what I can give you for free, which means we'll want to invite 10-15 women. I want you to get more out of this than you put into it. So, let's work together to make this happen, ok?"										
5. Did I give her a specific time when I would be getting her guest list? The time should be within 24-48 hours of setting up the appointment. She can call me with it, e-mail me or I can stop by to pick it up. It should include name, address & phone number of each person. It is very critical to have a guest list - it's great insurance that your class will be holding. Help her brainstorm names if she can't come up with any by using the "40 Guests in 4 Minutes" exercise. Did I leave with a min. of 15 women to invite?										
6. Did I make it clear how to invite her guests: "I like to make things very simple for my hostesses. All I need is a full guest list and I will do the rest. Either I will send out postcards in the mail or send you a Beaute-vite that you can email out. Then I will call to see if they can join us."										
7. Did I send out/email invitations right away (even if it's 2 weeks away)?										
8. Did I call those guests promptly to pre-profile them by using the following dialogue? "Hi My name is and I am the Mary Kay Consultant that will be conducting (hostesses name) makeovers on (date). Do you have a quick minute? I wanted to check and see if you received the invitation and I wanted you to know that I asked (hostess name) to invite her most fun friends/family and you were at the top of her list. So, are you going to be able to join us on (date)? (1) Are you using any Mary Kay products or have you tried them recently? (2) Would you describe your skin as dry, normal, combination or oily? (3) Is your skin tone ivory, beige, or bronze? (4) What do you love most about your skin care/color routine? (5) What bugs you the most about your skin or color routine? I'm looking forward to meeting you on (date) and the appointment will start promptly at (time). If you could come about 10 minutes early I will be able to match your foundation shade for you! Thank you for your time and have a great night." (Mention On-Time Drawing if applicable)										
9. The WEEK of the party Did I call the Hostess to excite her about her party, confirm what she wants for her hostess credit, and make sure she has a table and enough chairs to facilitate the class? Did I tell her how excited I am to work with her and let her know the confirmed guests that will be coming?										
10. The day OF the party Did I call all the guests and tell them it's just a last minute reminder call by saying, "Suzie probably won't tell you this, but part of her hostess credit is dependent on how many people are there tonight and she's excited that you're coming. I can't wait to see and pamper you at 7 p.m? I know you might be tired after a long day at work, but please come anyway. I promise you we'll have a great time."										