

# A CLASS WORTH BOOKING IS WORTH COACHING!

Use the following checklist for evaluating your hostess coaching methods for your past 5 skin care classes. Next Follow the checklist for your next 5 classes. By using these 12 steps you will see a huge increase in the number of skin care classes that will hold.

|  | PREVIOUS CLASSES |     |     |     |     | NEXT 5 CLASSES |     |     |     |     |
|--|------------------|-----|-----|-----|-----|----------------|-----|-----|-----|-----|
|  | 1st              | 2nd | 3rd | 4th | 5th | 1st            | 2nd | 3rd | 4th | 5th |
| <b>1.</b> When I booked my hostess for her class, did I make sure it was a firm business appointment by saying, "You can count on me to be there. May I count on you?"           |                  |     |     |     |     |                |     |     |     |     |
| <b>2.</b> Did I coach her thoroughly, telling her how to invite her guests so that she would have a good class in order to "earn" the hostess credit she wants and deserves.     |                  |     |     |     |     |                |     |     |     |     |
| <b>3.</b> Did I give her a specific time when I would be calling her to get her guest list and phone numbers?  |                  |     |     |     |     |                |     |     |     |     |
| <b>4.</b> Did I call her back at the appointed time and accurately get he guest list?  |                  |     |     |     |     |                |     |     |     |     |
| <b>5.</b> Did I call those guests promptly and complete their skin care profiles?  |                  |     |     |     |     |                |     |     |     |     |
| <b>6.</b> Did I coach and confirm each of those guests on the phone and let them know that this was a definite appointment?  |                  |     |     |     |     |                |     |     |     |     |
| <b>7.</b> Did I write a thank you not to the hostess before her class, telling her that her guests were eagerly looking forward to her class?                                    |                  |     |     |     |     |                |     |     |     |     |
| <b>8.</b> Did I arrive at the class early in order to coach my hostess and ask which guests would be booking classes, and which might be interested in the Mary Kay oppurtunity? |                  |     |     |     |     |                |     |     |     |     |
| <b>9.</b> Did I give an informative and enjoyable class  |                  |     |     |     |     |                |     |     |     |     |
| <b>10.</b> Did I do a strong, individual closing, either at the table or in another room?  |                  |     |     |     |     |                |     |     |     |     |
| <b>11.</b> Did I schedule everyone for definite dates for their private makeover session and turn them into classes to be held within the next 2 weeks?                          |                  |     |     |     |     |                |     |     |     |     |
| <b>12.</b> Did I choose at least one person from the class to tell her about the Mary Kay opportunity & setting a definite time to see her again?                                |                  |     |     |     |     |                |     |     |     |     |