

Booking, Coaching, Selling, and Recruiting your Guests

Booking:

Thank you so much for coming! Did you have fun? What was your favorite part about tonight? (Shh...let them respond) Now, you have \$25 to spend tonight, but before we get to that, let's schedule your follow up appointment. Set date. I am working on a huge goal to (20/20, PS, complete your training), and whatever I would have to do to make it worth your time to share your appointment with a few friends, I will do it! I offer \$100 in free products to my hostesses. Do you think that, plus your \$25 would be enough to get what you want as far as products? (Shhh...) Great! (Show them the Hostess Brochure and walk them through the steps to earning \$100 in products. COACH THE CLASS NOW...DON'T WAIT UNTIL LATER!!!)

Coaching:

Ok, I want you to think of about 10 people you would like to invite (don't say friends...it limits them) and give me the best number to reach them...you don't have to do a thing! I'll even invite them for you! (If they are writing it down, give them a second...if they don't have it ready) No problem! I will call you _____ at _____ and get the list. Will that be alright? Cool! Now if you call me before _____ with them...you can leave it on a voicemail or email them to me...I'll give you a free eyeshadow! Does that sound ok? Cool! (Write down the time, place, and location on the Hostess Brochure. Get your Hostess Guide out and fill in the information this makes it look official)...Now, I am coming from _____. How do I get to your house? (Let her give you the directions)

Awesome! Be thinking about how you want to spend your money! I don't want you to worry about anything! You will just sit there, look cute, hand out refreshments, and I'll do the rest!

Selling:

Now I know we have our class scheduled for _____. Did you want to start with the Basic Set/Miracle Set tonight? Feel free to use your \$25 Gift Certificate. (Close the sale)

Recruiting:

One last thing... Remember I told you I was working for a huge goal? Part of that training requires me to get feedback on the company information. I have to do so many practice interviews. Would you be willing to let me practice on you? I'd be willing to give you a free lip gloss for your time! It takes about 15 minutes. Oh great! Thank you!!! Here is this number I want you to call. It will give you a password at the end. When I call you _____ for your guest list, we can do the interview then. Now, YOU ARE NOT REQUIRED TO SIGN UP FOR MARY KAY!!! But this will help me SO much! Thank you! (Give her the 2 hotline numbers. It's a good idea to print them on labels and stick them to the back of your business card)