

COACHING

How would you like to have a 90% hold rate?
Follow the steps below and you absolutely will.
Happy coaching...selling...booking...and team building!

Create a folder or binder titled “PARTY COACHING.” In it keep extra copies of the Party Coaching Sheet. Then follow the steps below!

You've booked the party and now it's time to coach it.

1. AT THE PARTY COACHING.

- This can happen at the party when you book the party. If you run out of time SCHEDULE a time to Call your scheduled hostess and get her excited about what she can get for free! Go through your hostess program with her and make sure she understands how she can earn the products on her wish list.
- Then say “It's my job to make sure you reap all the rewards that we offer to our hostesses and so I'm going to make this super easy for you and send out a really cute invite to your guests list via text and/or email.* I make it super easy for you...all you have to do is provide me with the email addresses and cell #'s of your guests. Would it be better for me to call you back or would you like to e-mail me the list? Great, I will have a special gift for you* (I give the hostess credit for this or an extra 1/2 off item for getting me the guest list. I find out what product she wants but she doesn't receive it till the party) if you e-mail/text me back within 48 hours with your guest list.” (For the email invite I use the beaute invite on Mary Kay Intouch. For exting I create invites in pic collage. I also recommend you set up a Facebook event for her)

2. CONFIRMATION EMAIL/INVITES:

- Send a confirmation e-mail/text to her saying: I am so excited for your Follow Up Session (Beauty Experience) on _____. Don't forget to send me your guest list by _____ (48 hours) so you can get (product she choose) at 50% off! Do you want to email me a list or text me a picture of the guest list?

3. PRE-PROFILE

- 5 to 7 days before her party ~ Call/text your hostess and see how the RSVP's are going. Pre-profile your hostess and ask her who has rsvp'd. Pre-profile everyone who has rsvp'd and message other guests to see if they can make it.

TEXT/EMAIL/OR OVER PHONE

Hi _____ It's _____. I can't wait to get together with you on _____. I have a couple questions for you and your guests. Can you send me back your answers.

1. Have you ever experienced Mary Kay products before?
2. What are you currently using for your skin care?

3. What type of skin do you have dry, normal, combo or oily?
 4. What would you change if you were to change anything about your skin- fine lines, dark circles, uneven skin tone, smaller pores, blemishes?
 5. I want to be sure to choose the best products for your skin - what is your age-range 18-25, 26-40, 40-60+? 😊🔒
- Thank so much!

4. 2 DAYS BEFORE PARTY –

- Call Hostess to confirm guests and encourage outside orders. (if you have created a Facebook event be sure to post a link to your website).
- Call/text guests and thank them for coming!

5. AFTER PARTY

- Immediately after party – send every guest a text (include picture if you took one)! It's also nice to send the hostess a handwritten Thank you note letting her know how much you appreciate her!
- If you schedule a survey be sure to send the follow up text with videos immediately. Reminder her in the text of the time you've scheduled to follow-up and get her opinion.
- If she is high interest give her a recruiting packet at the party!

6. FOLLOW UP

- 2-3 weeks after the party ~ Second appointment should be holding.
- Follow-up with Quarterly Preferred Customer Look Book Mailing.