

Avoiding Postponements

If a class is worth booking, it's worth coaching!! Use this guide to help you book skin care classes that hold.

1. I was enthusiastic when booking the skin care class. I coached the hostess on how she earns her FREE product, how to fill out the guest list and mail it to me & how to get outside orders.

What goes into a Hostess Packet:

1. Flyer to show her what she will get for hostess credit (\$75 for \$25, \$50 free)
 2. Sheet for her to fill out her guest list.
 3. Outside Order Sheet
 4. Mary Kay Beauty Book
 5. A self-addressed stamped envelope to return her guest list to you within 2 days!
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2. I sent the hostess a reminder/ thank you card about the date and I reminded her to send me her guest list.
 3. When I received her guest list, I sent out the invitations to her guests right away.
 4. I called each guest and said:

"Hi, _____, this is _____. You don't actually know me, but I'm the Mary Kay Consultant that's doing (Hostess's Name) get-together on (date). (Hostess Name) said that you'd probably be coming for fun and just to help her out, BUT IN ADDITION TO THAT, what would you love to improve about your skin or learn about makeup application? (Let her answer and whatever she says, tell her you can help her with that). Then ask her what she currently uses to wash her face and ask her if she is dry/combo/ oily. Remind her of the time you are starting and that she could certainly bring a friend, too!

5. I arrived at least 20-30 minutes before the class to set up and coached my hostess again.
6. I used the 4 point recruiting plan at the class.
7. I mentioned their follow-up/2nd facial several times (at least 10-12).
8. I offered the hostess an extra gift when 2 people booked their own class. I mentioned this several times throughout the class.
9. I did the table close, showed my sets available, then met with each person one-on-one.
10. I smiled and nodded my head throughout the class and really cared about how each woman looked and felt.

I scheduled those who purchased the basic for their follow up facial right at the class. I coached them on returning the guest list to me. I sent them a thank you/reminder postcard.

I started this process over and over again with EACH class I schedule!!

