

COACHING HOSTESSES:

#1...Create her Wishlist with her...use her Sets Sheet/Party Board, give her ideas, ask her questions...

#2...Share how this party can best happen/get items on her Wish List—you sending invites – 4-5 touches, RSVP to you so you can pre-profile, you send reminder so she can enjoy

#3...Create her Guest List-if this will be an in person party-ask if she'd like to invites guests from other areas to be there virtually (if you're comfortable with hybrid); if a virtual party-ask for guests from different states/geographical areas

#4...Sending invites, "Here's how I work with my hostesses so they have the most fun and best success-explain the 4-5 touches (1st-Save the Date; 2nd-5 days before party; 3rd-4 days before party/profile; 4th-2 days before the party video; 5th-day of the party reminder) I send out invites in the mail if you'd like and there's enough lead time so your guests know how special they are to you and it's fun to get Happy Mail (show her the invite).

#5... They can RSVP to me so I can ask them a couple of questions to customize their pampering experience and no hassle for you! RSVP's-I can also introduce myself and find out any questions/products they'd like to try/know about! Plus, it helps me prepare their Blessing Bags and a prize giveaway.

#6...If anybody can't make it to the party, I can get them a link/book and see if they'd like to order--all outside orders count toward your Hostess Rewards. I can get you a couple of books so you can easily share them or send you a Look Book link and my website you can message out for easy shopping.

#7...Pre-Profile...if the hostess has not been PP-let's start with customizing your facial or so I can personalize and customize this pampering experience for each of your guests, these are the questions I will ask/message them: Is your skin Dry Normal Combination or Oily? Do you have other skincare needs? What's your favorite color?

(What color are your eyes-Blue Brown Green/Hazel? Would you like Chocolate or Mint for a little sweet treat in your Blessing Bag? (Is there anything new you've been wanting to try or questions you have about skincare, color or even fragrances/body care?)

THANK YOU for all this great information! I look forward to meeting you at _____'s party and pampering you with customized products!

#8...Reminders sent...I'll be glad to send a reminder the day of or before the party - so I'm not a stranger to your guests and help you out! It will be fun to connect with the guests before we get together!

#9...do you have any questions? Is there anything else you'd like to see happen at your party?

#10...THANK YOU for the opportunity to pamper you and your guests! I'm really looking forward to it!

#11...I'll be in touch _____ and will update you as RSVP's are coming in/I send invites and get RSVP's so we can get you the products on your Wishlist and let the FUN begin for the pampering!

(#12...I'm excited to share more about our company with you--I'm not sure if the consultant opportunity could benefit you a little or a lot, but I'd love to share more (now if you'd like or at your party)!

Coaching Guests if they haven't replied to the other messages:

Hi _____-this is _____ with Mary Kay-_____gave me your name to invite you to a fun pampering she's having-I hope you got the invitation. (YES/great! NO/ok...she's inviting you to come a to a spa facial pampering on _____(day) @ _____ (time) – can you join us? YES/wonderful-I'd like to customize your pampering by asking you a couple of quick questions...

Is your skin Dry Normal Combination or Oily? Do you have other skincare needs? What's your favorite color? (Is there anything new you've been wanting to try or questions you have about skincare, color or even body care?) THANK YOU for all this great information! I look forward to meeting you at _____'s party and pampering you with customized products (from all that you've shared)! I'll send you a quick reminder the day before/the day of.

(What color are your eyes-Blue Brown Green/Hazel? Would you like Chocolate or Mint for a little sweet treat in a Goody Blessing Bag I'll have for you?)

NO...no problem! Would you like to get together another time so you can be pampered?

YES...schedule her/then ask about inviting guests (if having guests-booking credit for original hostess; if on her own-sales credit for original hostess

NO...ok-would you like a book or link to still be a part of _____'s party if you'd like any samples or products? Either way...THANK YOU SO MUCH! I appreciate the information! Bye!

