

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 back to me, and how to get outside orders.

What goes into a Hostess Packet

1. Flyer to show her what she will get for hostess credit (Girls' Night Out, Half-Back, etc)
 2. Guest List sheet
 3. Look Book
 4. A self-addressed stamped envelope to return her guest list to you!!
2. I sent the hostess a reminder/thank you card about the date and I reminded her to send me her guest list.
I am looking forward to our appointment very much! I have your appointment scheduled for _____. Don't forget to send your guest list right away! I'd like to ask just one courtesy of you if I may. Because I work by appointment only, and I hold a limited number of appointments, I have many people waiting for appointments. I also prepare all the products you'll be using in advance. If an emergency arises, and you can not make our appointment, please call me as soon as possible at _____ so we can reschedule and I can meet with someone else at that time. I appreciate you! Thank you!
 3. When I received her guest list, I sent out the invitations right away.
 4. I called each guest and used this script...

"Hi _____, this is _____. You don't know me, but I'm the Mary Kay Consultant that will be doing (Hostess' 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/normal/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 the sets and specials, and 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.
11. 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.
12. I started this process over and over again with EACH class I scheduled!