

Strive for 5 Hostess Program

Your Goal: You want to get at least five guests to each Skin Care Class to help ensure booking and recruiting opportunities. You want your Hostess to become a LOYAL customer and Mary Kay user!

Things to Bring:

Hostess Appreciation Card. She will be waiting for this card because you have told her so much about it! **DO NOT FORGET TO BRING THIS!**

Hostess Brochure. You will want to share this with everyone at the class.

Hostess Gift. This can be whatever you choose. The company offered Gift is always a great idea!

Wrapped Gift for Drawing (nail color, hand cream, something small but nice). Have a small stack of blank papers and small empty gift bag and place it in the middle of the table.

All skin care class supplies and Roll-up-Bag to demo out of.

Extra Hostess Packets for all the Great Bookings you will get!

Recruiting sheet or packet with Company facts.

At the beginning of the Class:

After introducing yourself and giving a short I-story, thank your Hostess for hosting the class by presenting her with her Hostess Gift.

Present the HOSTESS APPRECIATION CARD and explain that she earned the card by having 5 guests attend. Thank everyone for attending.

Show the guests the Hostess Brochure. Explain what awesome things they can receive by hosting a Class in addition to the Hostess Appreciation Card.

Explain what the class is about....Skin Care! Tell them they will get to use the #1 preferred brand in skin care and color cosmetics in the US. Let them know that you will share some interesting facts about the Company.

During the Class:

Periodically stop and ask the guests a question regarding information you have told them earlier. (Think of these ahead of time and have them ready) Include questions about booking and what they receive when they book a class.

Each guest that knows the answer may write down their name on a piece of paper and put it in the Small Gift Bag in the center of the table. The more answers they know the better chance they have to win the prize.

At the end of the class you will draw one name for the small product gift.

Close with the Create a Roll-up-Bag sheet...And don't forget to offer everyone the MK opportunity!

Your Results:

You will have more attentive, proactive classes by following this guide. Over time your sales will be higher and you will begin to have more bookings and recruiting leads! Can you imagine how your business would improve if everyone had Five or more guests at every class! Your Reorders will be awesome as you build new loyal customers and with all the Hostesses you will have great Glamour Sales all year long!

*Don't Forget...to pre-profile the guests. Explain to your Hostess that it saves time.

*You want everyone attending to know that you are their Personal Consultant to HELP them with their skin care and color needs.

*When you call them to pre-profile be sure to ask them what "one thing" would they like to learn at the class? Write all the answers down and try to touch on all the topics. Let them know you will meet with them twice...once at the class and at their follow-up appointment where you will check to make sure the products are working for her, that her foundation is a good match and that you can do advanced glamour with her. If she decides to book a class then let her know you will come early to go over her special needs before everyone arrives!

*Make sure you mention their "Follow-Up" appointment SEVERAL times throughout the class!