**Hostess coaching-**

*We all know what a coach is… in sports.. they keep the team headed in the same direction.. to win the game!!..*

*And as a coach for your hostesses.. your job is to help her WIN*

*If she wins .. by getting a lot of free MK then you WIN and have a great show.. It is at WIN WIN situation.. but it is up to you to help her win!*

So that is what you need to think of yourself when you are ready to coach your hostesses ..

I have tried lots of different kinds of Hostess coaching.. some good .. some bad.. sometimes over the top and sometimes not at all… Tried it all.. but One thing I know.. when I coach my hostess.. when I keep in touch with her.. Whether it is by phone, e-mail or text… my shows always turn out much better..

If you are brand new.. coaching may seem a little daunting.. like where do I even start….or maybe you haven’t even thought about coaching….. and if you are a seasoned consultant… you may have become complacent with Hostess Coaching.. I just want to encourage you all to step it up a little bit…and take your Hostess coaching a little more seriously

The Saying ..   
**IF A SHOW IS WORTH BOOKING IT IS WORTH COACHING!! Is so** true.. Mary Kay told us this from the very start… why would you book something only to have it not hold.. and with this busy world today.. coaching is even more important..

So here we go .. let’s talk about Hostess coaching..

**There are 4 types of Hostess Coaching-**

**I will go over each one in detail later..**

**1-Datebook coaching**- which is done as soon as you book a show.. so it will be at the show you are at or over the phone when you book the show.. both need and hostess packet that you give your hostess.. either at the show or by mailing it..   
I will go over what goes in a hostess packet .. in a few minutes

**2- Note coaching**- that is sending a thank you to your hostess for booking her show..I feel hand written postcard through the mail..is the most productive

**3 Telephone coaching**- following up with hostess.. pre-profiling.. and reminder calls.. being in contact with your hostess 3-4 times from the time you book the show to the time your have the show.. will keep your hostess excited and focused..

**4- Kitchen coaching**… visiting with your hostess as you set up your trays and displays of how the show will go.. her hostess credit.. etc.

**Datebook Coaching- Hostess coaching**

1. Give you hostess a packet – look books, or beauty books, sales tickets, hostess brochure, MK literature,   
   don’t overwhelm her ( show hostess packet)
2. Help her with ideas of guests.. if you have played a game at your show.. she might have names already on her profile- suggest she invite them- invite a variety of people work- neighbors- relatives.. that way they can all book a show from her..otherwise they think they have no one else to invite..
3. Tell her how to invite her guests.. complimentary facial- no obligation- yes or no.. not a maybe-
4. Set a date for you to call with her guest list so you can pre-profile her guests... or when she should text or e-mail you with her guest list.. I find I have to call her and remind her.. depends on her age if she e-mails me with them, gives them when I call or texts me..
5. Tell her to keep it simple.. refreshments if she wants… but no buffet of food.. or you give her a brownie mix – anything too fancy makes others not want to have a show
6. Ask her what she is wanting to win.. right it down on her profile so you can refer back to that when you follow up with her..Find her hot button
7. Encourage her to get outside orders.. if you have a hostess plan that encourages outside orders..
8. Go over the hostess plan you are going to use at her show.. I usually show her the MK hostess brochure and then another one that I am using for the month and let her pick.. she will work for what she thinks is the best.. make sure she understands how she is getting her hostess credit that month.. I have a different on each month.. I just rotate the ones we all know about..
9. **Finish up by saying**.. this is career with me, I am committed to helping you get lots of free MK and I will be there rain or shine.. and if an emergency comes up.. I will send someone just as good or better than yourself... ..

**SO That is basically what you will go over.. either on the phone or in person- as you hand her the things out of her hostess packet- this is for your bona-fide hostesses .. that book a show and want to have a “party”**

Just a side note…

If it is a person that booked a facial .. and you turned it into a show.. by asking her to share it with a couple friends.. then you have to have a hostess plan that is quick and easy.. like… $10 free product for each person there.. or 10 % off anything you want for each person there- up to 5 .. because it is kind a reward.. or afterthought if she is turning her personal facial into sharing it…

Next is   
**NOTE COACHING**

1. Immediately – the same day or next…send a hand written note to your hostess for booking her show.. “Congratulations for scheduling your MK pampering session next Tuesday at 7pm.. I can’t wait to meet your friends- You are going to be a great hostess!! I know you will win\_\_\_\_\_\_\_\_\_\_\_\_. whatever she is working for..

That’s it.. quick and easy note..I use postcards…

Why do you send it.. Because in about 2 days after she has booked with you.. she is thinking.. why did I do that? .. and then she gets a hand written note from you. .and she thinks.. oh that is right.. I did like her.. and she is going to be calling me for those names..  
2. If it is a personal facial.. I still send one.... congratulations on scheduling your pampering session with me next Tuesday.. feel free to share you makeover with a friend or 2 for some free product just for you!!

**Telephone coaching**

1. Call within a couple days.. or whenever you set the time to follow up for the names..
2. I start out by saying “ I promised I would call you today to get your guest list… get names.. and phone #.. ask if they are cell phones… ( text them if you need to)
3. If she does not have it.. give her some suggestions.. friends, relatives, co worker.. or have her friends invite..and then reset the date to call or have her e-mail or text you with them..
4. Remind her of her hostess program she is using ..

**Next part of Telephone coaching is pre-profiling**

Pre-profiling guest- calls.. is also a part of the telephone coaching

Call each guest- I just introduce myself.. tell her I am excited to do Betty’s MK show on Tuesday.. and ask a couple quick question- I do not go over the whole profile.. take way too long.. you just need for her to hear your voice.. and connect with her.. I have had people say.. I wasn’t going to come.. but since you called me – I decided I better!

ASK these simple things..

1. Have you ever tried MK.. familiar with Mk.. what products do you use?
2. What products do you currently use?
3. Skin type- dry, normal ,combination or oily
4. Skin tone- .. important to know..
5. Any concerns about her skin…

Can’t wait to meet you.. wear a color you love to wear so we can pick out a look t send home with you

I will call once.. and ask her to call me back..if she does not.. I might try again .. then I will text her.. and I will always get a text back!! It amazes me… so we just have to join the younger generation and text!!

**2nd call to hostess—a couple days before her show..**

2-Review her address- and directions..

3-I also ask her if she has outside orders.. so I can have them all put together before I get to the show…

You might ask her what Look she wants to do from the Look book… BUT

**NEVER ask her if she is still having her class.. always assume she is…**

**Kitchen Coaching**

**Arrive at least 30 minutes before class starts..**

1. Walk to the door with 2 bags…. NOT everything .. do not look like **a bag lady**.. leave your product to sell out in the car.. you can always go get it later.
2. Leave all your troubles behind you.,. she does not care you got stuck in the mud or that your kids cried when you left!

Cheery.. fun.. smiling!!

1. Offer her a sincere compliment… about home.. and family-

* Love this idea from Cynthia Herriod…Give a gift to her husband – “ one of the mini fragrances would be perfect now”

Ask for permission to set up on the table..- and ask if it is ok to do personal consultations in the other room ..

You are a guest in her house…..

**As you set up your trays and displays..**

1. Visit with her about her hostess credit.. what she is working for- remind her that bookings give her most credit
2. Encourage her to share fun positive things with her guests about the products she has been using.. her guests will listen to her before you!
3. Ask if she has more outside orders besides the ones she gave you a earlier...
4. Ask her who would be a great hostess.. she knows who likes to have “parties”
5. Review who is coming and more about each one..
6. Ask.. who’s coming that would be great doing what I do… that might be looking for a part time career or needs extra money.. she knows the guests..
7. THEN Extend an invitation to HER “ Watch me today and see how easy it is to share MK with your friends”
8. You might remind her to serve refreshments after the show-

If you coach your hostess.. you know you have everything you can to help your hostess get the most free MK possible…

And you both win!!