

Coaching by Senior Sales Director, Shari Kirschner (8/25/03)

1. Build rapport with potential clients
2. Help the hostess have the best class she can (is will be so much easier to recruit her if you do)
3. Meet the maximum potential of customers & prospects

Tips:

- Don't wait too long to start coaching. Get the guest list names and phone numbers of whom she is inviting when you book the class. (Before she has even invited them). Then you have names to work with even if they can't come.
- Get 6-8 names
- If she only has 1-2 names have each person bring a friend to increase the numbers
- Have hostess call you with those coming once she has invited them-when she calls give her a special gift (saves you time and keeps her on the ball)

Preprofiling:

"Hi this is Amie. I am a friend of _____ & I understand you are coming to her MK class I am so excited to meet you. I would love to have just a couple minutes of your time so I can properly be prepared! I would like to ask just a couple of basic questions:

1. Have you ever had a Mary Kay facial?
2. Are you currently using our products?
3. How long ago did you try the product?
4. What did you use-skin care or color?
5. What are you currently using as skin care? Cleanser? Moisturizer?

The next 3 answers from the above #5 question indicate a lot about her, and help you with the closing.

1. She loves her brand-very loyal & will stick with you forever once you sell her on Mk. (willing to spend for great products)
2. Soap and water (no day & night at 1st appt.-ease her into it at 2nd appt-start her on TimeWise -not used to spending much on skin care & cosmetics)
3. Uses a hodgepodge of product (i.e.-is looking for a brand to be loyal to. Also shows you she is willing to try new things & probably spends a great deal of money always trying the "latest" new things.)

Other questions to ask:

- Are you really dry, really oily or in between?
- Fair, Medium, or Bronze?
- Lastly, at the class, we're going to start promptly at 7pm. Is there any reason why you can't be there at 6:45 to participate in the Satin Hands Treatment?"
- Oh, and _____, _____ is earning lots of free product at her class. If something changes in your schedule could you call me so we could replace you so that _____ gets all of her hostess credit (give your name and number)? Thank you so much – I can't wait to see you on _____ at _____ am/pm!