

COACHING FOR SUCCESS

There are basically two reasons why classes postpone:

1. There was not enough incentive for the hostess. Make sure she knows exactly what's in it for her - remind her when booking and in her reminder postcard. The two of you are a team working together so she can have exactly what she wants!!
2. The hostess does not know how to invite her guests. On her own, she will probably say something like "I'm having a Mary Kay Party - do you wanna come?" You need to have her write down, or have typed out, what you want her to say so she will be able to earn everything she wants. There are four key statements:

1. Hi, this is _____. I am having a skin care & color workshop on (date/time).
2. Taught by a professional.
3. Valued at \$50 - and we get it free!!!!
4. I can only have up to 5 guests attend - would you like to join us for (coffee & cookies) and a free makeover!!!

Your very important job is to pre-profile each guest. Class time is cut, you will know what custom skin care items to pack and you will have a better turn out if people have committed to you that they will attend. Here are the words to say: "May I please speak with "Kathy"? Hi, Kathy, this is Michelle Cahill with Mary Kay. Is this an OK time to call? Great! I am so excited that I got you on the phone! I need to ask you a couple of quick questions about your skin so that I have the right products for you at Kelly's skin care workshop tomorrow.

1. Can you tell me a little about your skin - is it dry and flaky, a little bit oily, or real oily? Or you can go through the skincare profile questions.
2. What do you use now to take care of your skin? (This is very important because if she answers soap or cold cream, this is a flag that she may not have dry skin like she thinks – those products dry her skin out. I would give her products for normal skin. **WHEN IN DOUBT, DRY THEM OUT!!** It is easier to add moisture later than to explain breakouts from giving them too much moisture. Another important reason we do checkup facials!)
3. What do you like most about your skin care? What do you like least?
4. Have you ever tried Mary Kay's skin care products before? This will help qualify that she is not someone else's client.
5. If I were to teach you about color, what would you get most excited about - the eyes, the cheeks or the lips (Reply excitedly) **THE LIPS!** That's great! I have some wonderful colors to show you. You know Kathy, Kelly is trying to fill her class and you might know someone who would like to have a Mary Kay makeover. Do you know someone who would love to have a Mary Kay makeover? Well, if you bring her along to the class, I'll have a free lipstick for you (you can give her an eye shadow or a blush if she was more excited about learning about the eyes or cheeks).
7. Here's my phone #. My name is Michelle and it's 476-5577. You call me if there's any problem or if you have someone that would like to come to the class. I am looking forward to meeting you. We'll start promptly at 7:00 - and you know- there is no obligation to buy anything, but I am going to have my product there that night in case there is anything you may want. I can't wait to meet you - you sound like so much fun!

If she says she isn't sure she will be able to attend, you say, "Oh. When will you know for sure? Kelly can only have 5 attend and you were her first choice. But if you can't come she will need to invite someone else to take your place. Can you give me a firm answer within 24 hours so we will have time to fill the spot?" Then go ahead and pre-profile her "because I am really looking forward to meeting you!" Have her call you if she can't make it so that you can rebook her later. Kelly will get credit for the booking.

If she is not able to attend, be sure to offer your services to her another time (within the next week or 2) or have her come as your model to your business meeting.