

The Coaching Process

Step 1: Go over Hostess package

- Go over Hostess letter and set times to pick up surveys and get names for pre-profiling.
- Surveys filled = free eyeshadow
- Beauty Books and outside order sheet
- Guest list from "The Name Game": "Who do you enjoy spending time with?"

Step 2: Advance thank you notes sent the next day

"Dear, _____. _____ can't wait to get together with you on _____ at _____. You will LOVE picking out your _____ in FREE products and getting your private makeover session. I really appreciate your time. It is women like you that make this so much fun!"

Step 3: Phone call 3 days later

"Hi, _____. Do you have a quick second? Great! I just wanted to find a good time to pick up the surveys today. (pause) Great! (set up time) I have _____ color here on my desk. How are your friends liking the Beauty Books? What products are they the most excited about? Do you need any samples? What orders do you need for me to fill? You are going to love getting _____ for free! Can I call you on _____? We will go over who will be sharing your appointment with and the rest of your outside orders. I know there will be a thousand things that will come up at the last minute and I picked you because you strike me as a woman of your word, follow through no matter what and that is such a rare quality these days. I will make this worth your time!"

Step 4: 2 days before the class

"Hi, _____! Do you have a quick second? Great! Just wanted to get the phone numbers of your friends so I can tailor the class for you. (if she is hesitant to give you the numbers go over the questions you will be asking so she understands it makes her job easier. Also, if she is having a problem with getting people there, go over the survey cards she got filled out"

"How are those outside orders coming along? I will be calling on _____ to finalize everything to make this go smooth for you. I am REALLY excited to pamper you and your friends. As busy as you are, you deserve it!"

Step 5: Preprofiling guests for questions

1. Have you ever tried Mary Kay before?
2. What are you currently using to wash your skin? What do you like about that product?
3. How would you describe your skin: dry, combination or oily?
4. I'm sure your schedule is busy. What can I teach you or show you to make this worth your time?
5. The class will start at _____. Will time be a problem? I have found that women enjoy their pampering so much more without children. Will baby-sitting be a problem? Can't wait to meet you in person! _____ has told me so many wonderful things about you. We will have a GREAT time!

Step 6: Call on the day of the class

"Hi, _____! Do you have a quick moment? Great! I am so excited about tonight and have told everyone about you. I really appreciate you making this come together. Just wanted you to know how the calls went yesterday and find out any particular products you need me to bring. See you at _____ for your Private Makeover Session. What color shirt will you be wearing?"