

Coaching is simply the act of staying in touch with your hostess and her guests in order to ensure a great party! Coaching helps avoid: children (we love them, just not at parties as their curious minds can cling to True Dimensions Firecracker!☐) Food, TV, and tardiness! The focus of coaching is to **CONNECT WITH WHOEVER YOUR SPEAKING WITH!!!** You want to build a friendship! My goal is that whenever she walks into my house on the day of the party I want her to **WANT** to hug me!

A few helpful hints:

\*I really like doing events at my house since all my inventory is here, no drive time so I'm with my family more, AND I control the atmosphere meaning Judah won't be running in and out and the TV will be off.

\*If you want/need to have it elsewhere be prepared to be assertive. Coaching should prep the hostess that you are a professional and this is a professional, yet **SUPER FUN**, appointment. If you need ask her to turn off the TV **DO IT!!**

\*She should be prepped to save snacks until the end, however sometimes they can't help themselves and want to have it out before! When that's the case when you get there to set up just be polite and say something like "girl you are **TOTALLY** winning the hostess of the year award! I am so excited to have fun tonight! If we could please save these snacks until the end that will make the party go **MUCH** more smoothly! I will do individual closes at the end and that would be a **GREAT** time to share the tasties!"

\*kids..... We have all had classes where people simply don't get it. During the coaching process that is addressed however sometimes they don't get the point. I wish I had a great strategy but honestly my philosophy is to just finish as quickly as possible. Don't get me wrong, if it's a sweet kid and he/she is old enough to "help" you even even remotely then just have fun with it. It's when the kids are screaming and the parents are ignoring them that I think you should jet.

\***TIMELINE!!! THIS IS IMPORTANT!!! STAY IN TOUCH!!** Like I mentioned I want her to **WANT** to hug me when I walk in the door so for instance if I book her on a Monday and her party is the following Saturday my timeline will look something like talking again on Wednesday, Friday, then Sat. Morning! She needs to be sold on her relationship with you as much as possible!!

\*\* The script immediately below is the first text I send to **EVERYONE!!** This just gets them playing ball. Just tweak the second half of the second sentence according to your goal!

\*\*\*We are working with a texting generation. 98% of the women who respond say they prefer it so if any of you are old school and prefer to call you may reconsider as I don't get near the response when I call.

**SCRIPT FOR HOESTESS:**

Hey Mary, this is K.K., Sally's Mary Kay friend! How are you? She said you are **TOTALLY** awesome and might love to help me reach my goal and maybe make a

fun Girls Night Out out of it(or whatever your goal is!) I would love to get you more info., is calling or texting better for you?

AFTER SHE RESPONDS

AWESOME!! Well Sally and I got together on Saturday and she said you are AMAZING and thought you might love to get a free makeover! My director has challenged me to share my wonderful products with 30 women in the next 30 days and Sally gave me your name and number thinking you could be one of them! What would I have to do to make you one of those awesome women?!

SHE SAYS "YES, A THOUSAND TIMES YES!!"

Girl, you are so awesome!! I can't wait! Ok, since my goal is MORE women would you love to have a few friends over? You can earn some free product all while helping me reach my goal!!

OF COURSE!!!

OK great, would a weekday or weekend be best for you? \*\* Always ask in pairs! If you say "OK, when are you available?" She will likely set up a time in June Lol. It's super easy to get overwhelmed when you look at that big of a picture. Things that are booked within 7-10 days have a MUCH higher holding ratio.

Perfect, morning or afternoon?

GREAT! I live in south OKC is 10 AM great for you on Saturday the 12th? \*\* since I don't like holding apts elsewhere I don't even offer it. What are your priorities? Make sure you build your business around those so you don't drive yourself nuts!! ☐

Great! One last thing, Mary Kay is my full time job (Part time passion, hobby on steroids☐☐, etc. whatever it is in your life) so I consider it my personal responsibility to call your guest list and ask them a few quick questions about their skin so I can come fully prepared! If you can shoot me the names and numbers of the top 8-10 women you would love to invite I would love to shoot them a text and ask them a few quick questions, can you get those to me tonight or should I follow up with you tomorrow? \*\* Don't ask for the guest list. This is the way our business is supposed to be operated so imply THAT. (At this point do your best to connect with her about REAL stuff... Maybe her daughter is sick? Whatever it is just make a note of it. This is why I love texting, I have a full record of everything we said)

THE NEXT TIME YOU TALK (Wednesday for instance): Hey sister! How are you today? I just wanted to see how your daughter is feeling?

SHE IS MUCH BETTER, THANK YOU FOR ASKING!

Oh, I'm so glad to hear that! Listen I called your guest list and the only girls I wasn't able to reach are \_\_\_\_\_ and \_\_\_\_\_. Also \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ gave me a for sure yes and \_\_\_\_\_ and \_\_\_\_\_ need to check their work schedules so I will follow up with them today!! YAY!!! Going to have a blast!

OK GREAT, I WILL CONTACT \_\_\_\_\_ AND \_\_\_\_\_ TO SEE IF I CAN TOUCH BASE WITH THEM!

Perfect! A few quick things, I want to make sure we have a BLAST so if you could help me by making sure all kids have sitters that would be amazing! Also, I find that women typically have MUCH more fun if they can focus on one things at a time so, if you plan on having any snacks I would really appreciate it if we can wait until the end! Sound great!?!

WHEN YOU TEXT HER GUEST LIST

Hey Alicia, this is K.K., Mary's Mary Kay friend! How are you? She said you are TOTALLY awesome and might love to help me reach my goal and maybe make a fun Girls Night Out out of it (or whatever your goal is!) I would love to get you more info., is calling or texting better for you?

Great! I have a goal to share my fabulous products with 30 women in the next 30 days! Mary decided she wanted to be a ROCK STAR and hostess a party for me and she thought you might love to get a free makeover! It's Saturday the 12th at 10, what would I have to do to get you there? \*\* What would I have to do to \_\_\_\_\_ is ALWAYS the closing question!! That provokes a yes EVERY TIME! Perfect! Ok well I would love to ask you a couple of quick questions about your skin so I can be sure and be fully prepared! Would you say your skin is combination to oily or normal to dry?

Great! and if you could change one thing about your skin what would it be?

\*\*\*This is your chance to REALLY connect! She is basically sharing an insecurity with a total stranger. When she tells you what it is tell her about a product we have that may help, if you have a personal success with that product and can condense it to text that's great, and finish it with the product guarantee!

From that point your goal is to stay in contact as much as possible so they keep the party in their minds. In order to do that you must get to know HER, not just her skin. Do whatever you can to connect and make a friend in those first few texts! What we don't want is for all your texts to say "YAY, so excited about the party!" Not only will she find you annoying but that doesn't inspire anyone to be your friend if your basically just reminding them of how they can help you all week! Lol We are hoping for conversations more like "Hey, is your daughter feeling better?" Be as personal as you possibly can!

ALSO, if you text her guest list and there is a girl who can't make it ask HER to be a hostess!!