

Checklist For Coaching Your Hostess

Hostess _____ Show Date & Time _____

Fill in Date Completed

- _____ 1. **Show Booked**
 - Date and Time Set
 - Hostess signed her name in your datebook

- _____ 2. **Hostess Packet**
 - Give same time show is booked
 - If show is booked by phone mail immediately
 - Packet contains suggestions for hostess, the Look books, outside order list, inspiring success brochure, business card.

- _____ 3. **Thank You Note**
 - Mail same day is booked
 - Thank you for scheduling your skin care class for ____ I am looking forward to meeting your friends.
I'll call you ____ for your guest list so I can complete their skin care profiles for the class. Be sure and mark your calendar. I will be there rain or shine.

- _____ 4. **Call Hostess for Guest List**
 - Do hostess' profile if necessary
 - Get names, numbers, and work numbers
 - Review key points in suggestion for hostess
 - Be enthusiastic – build hostess' confidence
 - Explain hostess credit and outside orders
 - Decide on what she wants to win
 - Keep refreshments simple
 - Products will be available at class
 - Importance on starting on time
 - Ask who is coming that would book a class (booking seeds) and who may enjoy earning extra money from a home base business (recruiting seeds).
 - Get directions to hostess home

- _____ 5. **Send Reminder Card**
 - If applicable, send 4-5 days prior to show
 - Saying I know you'll be a terrific hostess.....
 - I know you will be my high hostess for the week...

- _____ 6. **Guests Called**
 - Introduce self
 - I am really looking forward to meeting you at (name of Hostess) class
 - Do you have a minute
 - Ask questions on profile
 - Anything special you would like me to cover at class
 - I have on the spot delivery at the class
 - Some of the guests are coming 15 minutes early for a hand pampering session, would you like to attend?
 - We will be starting on time, I look forward to meeting you at (time)

7. **Call Hostess One Hour Before Class**

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- Be excited
 - How many are coming
 - Outside orders
 - Bookings
 - May I bring a consultant to observe that is part of our training

8. **Kitchen Coach Hostess**

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- Compliment her
 - Arrive 30 minutes before show time
 - Fill outside orders
 - Ask about bookings and booking prospects
 - Who is coming today who you think would be good doing what I do? What about you? Watch me today and then let me know if you might enjoy doing what I do.

9. **Thank You Note**

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- Send day after show
 - Thank you so much for being a terrific hostess. I really enjoyed meeting your great friends. Thank you for letting me share my Mary Kay with all of you.
 - It's people like you who make my Mary Kay career so exciting. Thank you and your friends.