

Sales, Team Members, Bookings, and Profits!

A 10-Show Week is the key to building your business, increasing your sales, recruiting new team members, raising your profits, and having fun... all in one week! All it takes is a good dose of motivation, energy and enthusiasm! A 10-Show Week is a bit more work than the average Consultant experiences in one week, but the results are well worth it! One 10-Show Week could bring you 40-60 new customers 8-19 new prospective team members, \$1,000-\$2,000+ in sales, and plenty of profits... quite a few benefits for only one week's work!

Plan ahead for a 10-Show Week!

A little bit of advanced planning makes a 10-Show Week go smoothly. First, you need to book your shows. Clear your date book of all unnecessary appointments for that week. Let your family know your goal and ask for their support. The week before, prepare double portions of dinner and freeze half so your family feels the extra special love and care from you.

Book 12-15 Shows for the week!

Make a list of at least 25 good, potential hostesses. Go through your customer file and previous hostesses, say something like, "Hi, Sue, this is _____, your Mary Kay Beauty Consultant. I'm so excited I just had to call you! My Area is having a special contest the week of (your 10-Show Week) and to win I need to hold 10 skin care shows that week. I can't wait to show you the many new products Mary Kay has introduced. This is a perfect time to let me treat you to an hour of luxury. Is there any reason why you couldn't help? Here's all you need. Invite 3 to 6 friends over for a complimentary facial and a cup of coffee and I'll do the rest. In addition to your hostess credit, you'll receive _____ FREE just for helping me. Which part of the week is better for you, the first part or the latter? Don't stop calling until your shows are booked!

Coach your Hostess!

Be prepared with all your coaching materials. Have packets made up in advance so you can drop off or mail immediately. Give her a goal! I used to say that most of my hostesses had at least \$150-\$200 in sales before the class even began. How did I do it? By giving her samples of fragrances, boutique, etc. Satin Hands can be presented to everyone in her office if you just supply it to her. Imagine what could happen to your sales average? Don't forget the extra Beauty and Look Books and Sales Tickets 'in her packet!

After you've given her the packet, follow-up with a call and get the guests' names for pre-profiling. Make sure she knows how important her show is to your goal... she'll help for sure.

You did it!

A 10-Show week could very well result in a jump up the career path. Make it a goal to do one every month. Watch what can happen to YOU... WE'LL CELEBRATE YOUR SUCCESS!