

# How to Coach Your Hostesses!

By Natalie Reed

After booking the party/class tell her all about your Hostess Program! Ask her what she would love to earn with her hostess credit (skin care, glamour, microderm, etc.). You want her to get excited about the FREE stuff she will be earning. Then say, "It's my job to make sure you reap all the rewards that we offer to our hostesses and so I'm going to make this super easy for you and mail out really cute invitations to your guests list. There is no expense to you and all you have to do is provide me with the mailing addresses and phone numbers of your guests. They are super cute and who doesn't like to get something fun in the mail!? Would it be better for me to call you back or would you like to email me the list? Great, I will have a special gift for you (lipgloss, eye shadow, etc.) if you email me back within 48 hours with your guest list."

Day 1 after booking the party, mail a HANDWRITTEN postcard that says: Thank you so much for hosting a party for me on \_\_\_\_\_. You are helping me reach my 100 faces goal. You make a difference in my business. I so appreciate you!

Day 3 after booking the party mail a copy of her customized glamour look (create on your [www.marykayintoluch.com](http://www.marykayintoluch.com) site) to her with a note (you can write the note right on the customized look paper!) saying: This is your new look. I am so excited to share it with you. Thank you again for helping me reach my 100 faces goal. You make a difference in my business. I so appreciate you! (This is only for hostesses who booked from a party or already had a skin care facial.)

Day 5 after booking the party, mail a package of Brownie or Cookie mix with Pink Lemonade with a note say: Here are some goodies to make the party easy for you. I know we are going to have so much fun. Again I can't thank you enough because with you I couldn't do my business.

You can get a box or bag of brownie or cookie mix and Crystal Light Pink Lemonade. I bought them at WALMART this week. The brownies are \$1 and the Crystal light is \$3.99 (8 packets-each packet makes a pitcher). Wouldn't you be so excited to get this package in the mail. Trust me your hostess is going to be thrilled and there is no way she is going to cancel on you.

Jen Semelsberger, Executive Senior Sales Director, does this and has a 90% hold rate on all of her parties. That is awesome! Let's all get booked up for August and coach those parties the right way.

After the party, mail a thank you note: Thank you so much for your help. You and your friends put me \_\_\_\_ faces closer to my 100 face goal. (Include a sincere compliment about her.) I so appreciate you and value you as my customer.

Take what you like from these ideas and use them to help you establish yourself with parties. These ideas will help you achieve your Star Consultant. Happy Booking and Coaching Andrea

