

Hostess Name_____ DATE/TIME OF PARTY_____

Phone Number ______ Email _____

Address

Location of Party:

COACHING YOUR HOSTESS

TELEPHONE COACHING (Date and time: ______

Get her excited about what she can get for free! Go through hostess brochure with hostess and makes sure she understands hostess program. What's on her wish list

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...all you have to do is provide me with the mailing addresses and phone numbers of your quests. 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 e-mail me the list? Great, I will have a special gift for you (mini hand cream) if you e-mail me back within 48 hours with your quest list. "

CONFIRMATION EMAIL

Send a confirmation e-mail to her saying: Thank you again for hosting a party on . You are helping me reach my goal of 30 faces. As I mentioned on the phone, if you e-mail me with the names mailing addresses and phone number of all the guests you would like to invite to your party and I will send them a super cute invitation that looks like it came from you! Shortly after that, you will get a package of goodies in the mail from me when I send out the invites to your girls! Your girls will rsvp directly to you and then I just give you a quick call a few days before we get together to get a head count.

SEND PARTY INVITES (mail out or send evite)

SEND HOSTESS PACKET *

* Immediately after telephone coaching the party mail out Hostess Packet (w/Hostess note) and a HANDWRITTEN note that says: Thank you so much for hosting a party for me on _____. You are helping me reach my 30 faces goal. You make a difference in my business. I so appreciate you!

□ CONFIRM AND PRE-PROFILE

5 to 7 days before her party ~ Call your hostess and see how the RSVP's are going. Pre-profile your hostess. Pre-profile all guests by phone or email.

After your Party:

- 1. Call your Director to share the results :) and also to let her know what guests will be on a future marketing call or need to be followed up with.
- 2. Process all credit/check cards and store checks/cash in safe place until "bank day".
- 3. Complete "Party Evaluation".
- 4. Send thank you note to hostess and quests.
- 5. Follow up with guests 2 days after party.
- 6. Record activity on your Weekly Acc. Sheet and Business Tracking Register.
- 7. Add all new customers to "My Customers" & PCP.
- 8. Add results on monthly tracking sheet so vou can track.
- 9. Clean your bags, mirrors and trays so they are ready for your next party.

Party-Evaluation

- 1. Number of Guests
- 2. Total retail sales \$
- 3. Total amount given away \$ _____
- 4. # Miracle Sets Sold: _____
- 5. # Referrals from party:
- 6. # New Parties scheduled:
- 7. # of Interviews scheduled:
- 8. My Profit is: _____



GUEST LIST

NAME	PHONE NUMBER	EMAIL ADDRESS	MAILING ADDRESS	PRE- PROFILED/ CONFIRMED

PRE-PROFILING

- Introduce yourself "Hi Abbie, you don't know me but my name is Terezeja and I will be the beauty consultant for Liz's Mary Kay party this Saturday. Do you have a quick minute I have a couple of questions ask you about your skin so I'm prepared for the party. "
- Have you ever tried Mary Kay before?
 If not, what brand are you currently using? Great, I've been looking for the opinion of someone who uses _____ on Mary Kay.
- . What best describes your skin type: Normal to Dry or Combination to Oily.
- What would you like to change about your skin? (refer to #6 on the profile card to tell her about a product that can help her with that issue)
- 2. Thanks, Abbie I'm looking forward to meeting you this Saturday at Liz's party it starts at 2pm but if you arrive a few minutes early you will receive a special hand treatment.
- 3. Oh there is one more thing I almost forgot a lot of people like to know that I give on the spot delivery so if you happen to fall in love with something and want to take it home I will have it with me that day.