

COACHING AND PREPARING FOR YOUR SKIN CARE PARTY

It is very important to coach your hostess before the skin care party. Help her own the party and see that, it is not just about you, it is a win-win situation where she gets her hostess credit, and you get your clients and sales.

Present the hostess package you use to your hostess so she can get excited about the party. When she sees what's in it for her, she will go to work for you.

When she has booked the party, let her know you would need the names of the party guests so you can preprofile them and get to know them before the party day. This bonds you in a way with each guest.

You want to coach your hostess to invite as many as 15 if she's expecting 5 so as to make room for cancellations and last minute disappointments.

After you have gotten the names of each guest, call them and sound ENTHUSIASTIC AND FUN because people want to get together with someone who is fun!

You may use the following script..... Have a profile form on hand, if she picks up the phone, write her name on that form and fill it as you profile her.

*Hello....., my name is Toyin, the MaryKay consultant invited by Susie to come and pamper you ladies next week Saturday at 3pm. I am really excited you are going to be a part of it and I am really looking forward to seeing you. Do you have a minute? Because I'd like to ask you a couple of questions so as to bring all that you need to the party. **{let her answer you if she has a minute or two}** First, I'd like to know what your skin type is? Would you say it's normal [**no sheen or dryness**], or is it dry, is it combination [**oily on the T-zone and dry on the cheeks**] or would you say it's oily? Wait for her response and note it on the profile card. I'd also like to know what you are looking for in skin care? **[Wait for her response, she will give you a clue as per what her skin situation is... she may be dealing with a blemish prone skin, very dry skin, large pores, very sensitive skin etc This lets you know this potential client and how to deal with her at the party.]** Thank you so much for your time, I really look forward to seeing you at the party, I can hardly wait to pamper you. Have a great day....**[Sign off]***

Go through each client this way and if you get voicemail leave a simple message that, you called to profile her and would try again and if she wouldn't mind, she may give you a call too [leave your number]. You may also ask the hostess to profile the hard-to-get-on-the-phone guests.

Let the hostess also know that she can collect orders before the party to make up part of her total party sales, this helps her credit. Many times, the guests that wouldn't make it to the party can opt for placing orders before the party.

Have the hostess keep in touch with her guests periodically so as to remind them about the party and you keep in touch with the hostess as well to keep her in the flow. If she becomes discouraged because she's not getting results, be the encourager to help her through. There are times you or the hostess may ask guests to invite other guests to the party and get a free gift from you.

Make sure you take the appropriate products to the party. You may ask your hostess to let you know what the skin shade of the guests are. Ivory [light skin] Beige [medium] Bronze [dark skin]. This helps you have your foundations at hand. It is important to present yourself professionally because many clients take note of how you coordinate things.

Give your hostess the breakdown of how the party would go [before/during/ after] and what is expected of her. She may prepare some light refreshments so that the guests can munch on something and engage them in conversation in a separate area while you hold one-on-one consultation with the party guests at the end of the party.

Your hostess can be your potential recruit so how you do things with and before her can go a long way in helping her make up her mind to join your team.