

# Power Coaching Plan

Keep Calm & Coach On!!



**Do you need a coaching system that works?**

A party worth booking is worth coaching.

Coaching is all about communication. Effective communication with your potential guests will make or break your holding average. With successful coaching you should be holding at least 1 out of every 3 appointments you book.

We will walk you through the following steps:

**1**

**Prepare**

**2**

**Communicate**

**3**

**Confirm**



## SCRIPTS

We have included simple scripts for you to follow.



## TRACKING

As simple system to keep track of your bookings and communication.



## IDEAS

Additional tips and resources to help you coach your way to success.

**We are going to keep things simple and organized and get results.** This is a combination of different scripts, coaching systems and hostess programs. **The idea is to connect with each potential guest through two methods of communication (ie. Text, Facebook, Email, Voxer, Phone Call, In Person etc) each time.** How they respond to you is likely their preferred method of communication.

### COACHING STEPS:

1. **Booking & Hostess Program**— Coaching starts at the time of booking. The main question is –What is in it for her? What is your hostess receiving as a hostess reward for bringing guests to her party? There are a gazillion hostess programs out there. The most important thing is to pick one that you are excited about. If you are excited about it, you will be able to sell the idea of holding a party. We've included a few examples of popular hostess programs. Just make sure that you are ensuring income producing activities (sales, bookings, sharing and guest lists) before giving away free product. At the time of booking, go over your hostess program with her. Explain clearly what you are going to do to help her party be a success and get the maximum hostess rewards for her and clearly explain what you expect her to do to earn her hostess rewards. Set appts with her to follow up to get her guest list and invite and confirm her guests.
2. **Getting the Guest List**— It is critical that you get the guest list from your hostess. This will ensure that you can successfully book guests for her party. Even if the party does not hold, you will have a list of referrals you can contact. Make sure her list includes at least 25 people older than 18 without a current consultant. If your coaching is on point, you should have at least 5 people in attendance at each party. Give an incentive for getting the guest list to you within 48 hours. Set an appointment to remind her at 36 hours.
3. **Inviting Guests**— There are several different ways you can invite your hostesses guests to the party. **Again, we suggest using at least two methods of communication each time you attempt to contact them.** Popular methods include invitations sent by mail and email, Facebook events, invites by text, Voxer and private Facebook message. You can also create an invitation using free apps like Pic Collage, similar or Publisher and emailing, texting or posting it on your hostesses Facebook page and having her tag all of her friends. From there you can private message each guest. You can invite by email using evite.com or the Beautivite Party Planner on marykayintouch.com.
4. **Pre Profiling Guests**— Pre Profiling is communicating with your potentials guests to establish a relationship of trust and gather information to help make the party a success. **We recommend using at least two methods of communication each time you attempt to contact your guests.** Be friendly in establishing contact and a relationship of trust before the party. If they feel like they know you and you care about them, they will show up. Briefly describe what they can expect at the party and gather information about their skin, makeup preferences and specific questions or areas of concern you can focus on at the party. We have included pre profiling questions for each type of party you can hold.
5. **Confirming Guests**— The day before the party contact each guest that hasn't said no to confirm they will be attending. Give a brief description of the importance of arrival and ending times and send directions. Share your excitement in meeting and having the opportunity to pamper them!

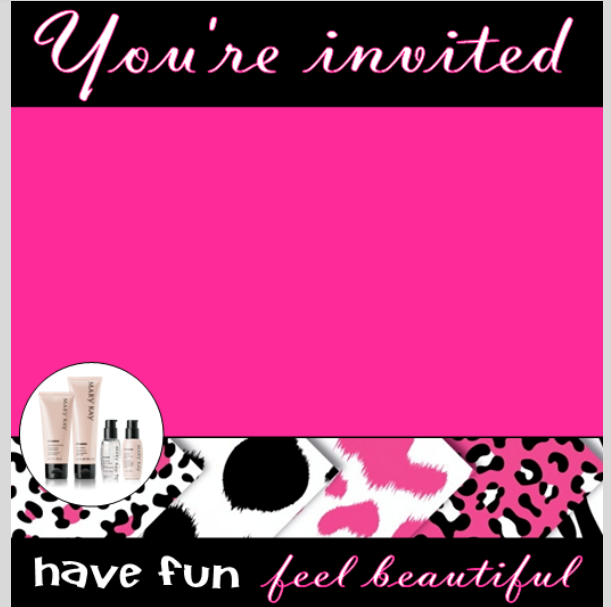




Type	Inviting Script
Inviting by Text, Message or Phone Call	Hi _____! _____(hostess name) is doing a fun Mary Kay pampering session ____ (day) at ____ (time) at _____ (location) and wanted me to invite you to join her. I have a few quick questions about your skin and what to put in your customized SWAG BAG. Text me for a prize when you have a quick sec. - _____ (hostess's MK girl)
Guest List Script	Hi _____! This is _____ with Mary Kay. Just a reminder to send me your invite list for your pampering session with friends to earn your _____ (guest list incentive) in free product and so I can get to work inviting for you. Email it to _____. Make sure to include _____ and _____. (2 methods of communication you have planned to invite)
Facebook Post on Hostess's Wall and in Facebook Event (with Invitation)	Need some FREE mid-week/weekend pampering? Come enjoy an _____ (type of party) with (hostess name) _____ (date and time) at _____ (location). Bring a friend and win a FREE EYESHADOW!! Can't come? Help her earn FREE PRODUCT by ordering at <a href="http://www.marykay.com/">www.marykay.com/</a> _____
Text to Hostess after Creating Facebook Event and Posting Invite	Hi _____! This is _____ with Mary Kay. I'm excited for your party _____ (day) and to help you earn ____ (hostess program) in free product! I just posted a fun invitation and description on your Facebook wall so you can tag your friends you want to invite (in doing so earn your ____ free) and I'll take care of the rest :)
Text for Hostess to Forward to Guests	Hey friend! I'm super excited! I was gifted a pampering package for myself and 5 of my friends from Mary Kay on _____! You know how much I LOVE you so you are one of my 5 that I picked! Part of my package was that you get a customized SWAG BAG with some fun products in it! Can you text my consultant (name) (number) with your RSVP so she can make sure she customizes your swag bag with products YOU WILL LOVE!
Confirming Text	Hi _____! This is _____ with Mary Kay. Just checking to make sure you are as excited about your party tomorrow as I am! I have your and your guests customized SWAG BAGS ready to go! I have confirmed _____, _____, _____, _____ and _____ and sent them directions. Have you had anyone else RSVP to you?

# Invite Templates

Download and Edit Using Pic Collage or Similar App



Order	Pre Profiling Script
1	Hi! _____(hostess name) is doing a fun _____(type of party) _____(date and time), at _____(location) and wanted me to invite you to join her! I have a few quick questions about your skin and what to put in your customized SWAG BAG when you have a minute. –(hostess’s MK girl)
2	1. Do you have any sensitivities or problem areas with your skin?
3	2. What type of skin do you feel you have? Dry, normal, combination or oily?
4	3. Do you prefer a natural, classic or dramatic makeup look? Or What color are your eyes?
5	4. Great! I’m excited to meet you in person. We’ll start right at ____ (time) and we’ll have an on time drawing. If you bring a friend (who is 21 or older or married) you get a free eye shadow of your choice. Do you need directions?
6	IF NO- That’s ok! _____(hostess name) has 5 pampering packages reserved for those that can't make it. It includes a \$25 gift card and pampering session. I can totally squeeze you in for a separate appointment in the next week or two. It's free and will take just under an hour. What might be best for you: morning, afternoon, evening or a weekend?
7	<p>CONFIRMATION– Hi _____! This is Kendal with Mary Kay. Just checking in to make sure you are as excited about _____’s party tomorrow at _____ (time) as I am! I have your customized SWAG BAG ready for you (here’s a pic!) Do you need directions? &lt;attach pic of personalized swag bag&gt;</p> <p><i>Note– take a pic of a swag bag with a blank name tag and add each of your guests name with Pic Collage (or similar app) and text to them.</i></p>



# Pre Profiling Sheet

Hostess Name \_\_\_\_\_ Party Date \_\_\_\_\_ Party Type \_\_\_\_\_

Guest Name	Contact Info	Can she attend?	Problem Areas or Sensitivities?	Skin Type	Makeup Preference	Notes









