

Working Full Circle

Booking/Coaching/Pre-profiling Worksheet

Source of lead: _____

Hostess Credit: _____

Hostess Information

Name: _____

Address: _____

Phone: _____

Email: _____

Notes:

Class Information

Class Date: _____

Time: _____

Call for Guest List: _____

Hostess Packet Sent: Yes No

How: Email Dropped Off Mail

When: _____

Appointment Confirmed?

Guest List

Name	Phone/Email	Contact			Skin Type				Treat	
		Text	Call	Email	N	D	O	C	CH	C
Hostess										
①										
②										
③										
④										
⑤										
⑥										
⑦										
⑧										

Goody Bag : Wrap in clear cello bag tied with ribbon. Mascara wand, round make up pad, eye shadow, lipstick sample or colour card, business card, FF hand cream sample (*optional*) and chocolate or candy (per preference).

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1 Send/Give Hostess Packet

Give packet at the time of booking or mail immediately. Packet should include: Hostess Flyer, Outside Order Form (or sales slips), Guest List, Catalogue(s) / Sample(s) and Company Information (team-building flyer)

2 Note of Acknowledgement

Mail her a note/postcard the same day appointment is scheduled. Maybe ask her to post it on her fridge, as a reminder. "One of the many benefits of being a Mary Kay consultant is meeting and working with wonderful people like you! I'm excited about your class/party on _____. I will call you soon for your guest list if you haven't already sent it to me!"

3 Review Hostess Packet

Review packet with hostess:

- **Explain your Hostess Brochure.** Make sure she knows how she can earn her free product.
- **Encourage Outside Orders.** Remind her that they count towards her hostess credit.
- **Help her Choose the Free Product.** Go through the catalogue with her to see what she's working towards. Most woman will be more excited for "a beautiful, professional brush collection" as opposed to "\$75 in free product".)
- **Teach her How to Invite her Guests.** Explain how she should invite 8 -10 to have 5 - 6. Give her ideas on who to invite.
- **Review Key Points.** Remind her: You will arrive 30 minutes early to set up. Keep refreshments/snacks simple and to the end. That we'll be most comfortable around her kitchen table. The importance of starting on time.

4 Pre-profile Hostess and Get Guest List

Be enthusiastic!! Let your hostess know that you will have a beautiful "goody bag" for her and each of her guests. Say to her, "At your appointment I will be bringing you a beautiful custom "goody bag"! To prepare it I will need the following information; Is your skin normal-dry or combo-oily? And do you prefer chocolate or candy? Also if you have any specific skin care questions for me...please let me know that as well. Thanks!" Once she sees how simple it is to answer these questions, likely she will be more than willing to share her guest list with you. You could say something like, "Wasn't that easy?! Now I'd like to ask your guests the same questions so that I can be prepared for your party. I don't want this to be any extra work for you so I can contact them directly via phone or text.

5 Pre-profile Guests

Be enthusiastic! Text, email or phone script.

"Good morning Wendy! My name is Candice and I will be your Beauty Consultant at Leanne's place on Sunday, September 27th at 1:30. I hope you are excited for your (instructional) makeover... I promise you'll have fun!! I will be bringing you a custom "goody bag" so I need the following info please; Is your skin dry, normal, combo or oily? And do you prefer candy or chocolate? That's it for now, thanks!! Candice!"

6 Reminder

About 2-3 days before the party. "Looking forward to pampering you and your friends! Are you excited about earning your (name her free product)? See you on ____ at ____!"

7 Call Hostess a few Hours Before Class

Be enthusiastic! Confirm directions and # of guests. "May I bring a consultant with to observe? It's part of our training program"
