

Coaching

by NSD Auri Hathaway

Coaching—the art of connecting with people before you meet them.

This is how NSD Auri Hathaway went from a 50% class hold rate to a 90% class hold rate!

Tips: use your 6th sense—common sense! If you don't have a guest list you don't have a party. Expect it and people will live up to your expectations.

How to book follow ups and get guest lists.

When you start your party say, “Thank you so much for being here with me tonight. Thanks for helping me with my huge goal to see 30 faces this month. It's because of you that my son goes to preschool and my husband is able to go to grad school. I am so excited to—we are going to become party girlfriends and have so much fun!” Be excited!

At the moment when they are feeling the best—which is right after they finish their facial—they will say yes to anything, so that is the moment you as the MOST IMPORTANT QUESTION: who will book a follow up. (Even more important than the sale.) **During table close**, “Did you have fun? Was it easy? Thanks for coming, you are helping me earn (my free car, money for a trip, money for preschool for my kids). At your follow up I am going to show you how to build a compact. Who wants it for free? (They all do!) If you want to help me (get to China, or whatever) and you want your customized color look for free you also get a gift! Who wants a gift? (use your excited voice!) When you decide to book a follow up you get to choose a gift from the center of the table tonight! Bring it with you to your individual close and we can plan a time there.” (In the center of the table are small gifts in gift bags.)

As a hostess credit, Auri gives a free eye shadow bundle of 3 for three guests. If there is four she gets a blush and compact blush brush. If there is a fifth she gets the compact also. If she gets the guest list right away they get eye primer. (She does the eye primer on the back of the hand test and everyone wants it!)

Next, **during the individual close**, book a time for their party. Have a few invitations there so she can see. Let her know that YOU will do all the work for her party. She just shows up and gets free stuff. To get the guest list: take a picture of her with your phone. Send it to her with a script that says, “That's me with my fabulous new look. Thank you Mary Kay. Want one too? Then save the date for a super fun pampering/makeover on Saturday the 21st at 2pm. Reply with your mailing address for a super cute invitation and gift. Can't wait to see you. Love, Susie Hostess.” She will forward the text to her friends. She puts the addresses, names, and phone numbers on

the back of her profile card. She can do this at the party while you are closing individuals and cleaning up. Offer her a gift to get those all to you tonight. Remember, you need that list! If you don't get it then tell her she has 24 hours to get it for her gift.

How to send invitations and pre-profile guests.

YOU mail the invitations, not her. That way you are in control. Put her name and address on the return, that way her guests think she did. EVITES ARE NOT THE SAME. You can send both, but must send a paper invitation. ****The cuter the invitation the higher the turn out.***

Go "JR HIGH" on the envelope—decorate with stickers and doodles all over. People are more likely to see it, read it, respond, and most importantly, connect with you! You can get cheap invitations in the party section of Walmart with princesses on them. They are a hit!

At the bottom of the invite put, "I have a gift for you when you bring a friend!" Also put, "RSVP to (your phone number)." Don't put your name, just your number. When guests call you to RSVP (or if you have to call them later) ask these questions:

1—"What color lipgloss would you like to wear at the end of your makeover?" (This helps them visualize themselves being there—which means they will come.) When they respond make a power statement about that color, like, "OH! Red. I have the perfect red for you. It's called Rockin Red and it will make you look like a rock star!" (Come up with something for each color.)

2—"Do you have something neutral you could wear? It will make that color pop!" (If they can pick out and outfit they will for sure be there!)

3—"Is this your first time trying MK?" (You need to know if she has a consultant.) If she says yes, say, "Oh, really? Who is your consultant?"

4—"IS your skin hyper-sensitive or is it normal? Is it dry, oily, normal, combination?"

5—"What is your skin tone? Ivory, Beige, or Bronze? Light ivory or dark ivory? Do you burn easy in the sun?" Then make a statement that compares them to a celebrity with a similar skin tone. "Oh, you mean kind of like Nicole Kidman? I have the perfect shade for you!"

6—"Is there anything about your skin you'd like to change?" When she answers say, "OH! I have the perfect product for (large pores, puffy eyes, etc). Would you like me to email you information about that product, or just print it and bring it with me?"

7—"I just want you to know, if you want to bring a friend with you, I have a gift for you! Who are you thinking of bringing?"

For your hostess, you would:

Send 4 HAND WRITTEN cards to the hostess via snail mail. Do not type. Have an assistant write them if you want. (Auri wrote her alphabet and had her assistant copy it until she could write like Auri.) The reason she sends them in the mail is because it's one way communication—that is the most likely way to get there. People ignore texts, never respond to voice mail, and lose emails, but no one can refuse their mail. It's illegal. ☺ She also likes it because she can write letters at any time, so it's easy with a busy schedule. REMEMBER: GO JR HIGH!

Card #1- One the day you book, before your head hits the pillow, send a thank you. Say this, "Susie Hostess, it was so great to talk to you the other day. Thank you so much for helping me reach my goal of 30 faces this month. I can't wait to see you on _____. I just know I can count on you. You can count on me, rain or shine! I appreciate you. You make a difference in my business. Living the dream, Auri.

Card #2- Send a picture of what she is getting for free with the note, "Thank you again for helping me reach my goal. I want o send you a picture of the free _____ you will earn on __(day)__. I am so excited to give this to you and can't wait to meet all your super fun girlfriends. I'll arrive at (30 minutes early) to do your personal mineral makeover before your girlfriends arrive. I can't wait to see their faces when they see your look. You work so hard and I just know you deserve this pampering session. Again, thanks so much! Living the dream, Auri.

Card #3-This is an envelope with a thank you card and a pink going green tote from section two. They are super cheap to order and super cheap to ship. Tie it with a pink ribbon. "I am so thankful for you and your help that I can't wait to see you shop for free in my Mary Kay store with your new Pink Going Green Tote. I can't wait to see you and your girlfriends on _____. Your gift card is tucked inside." Write on the gift card, "To: Susie Hostess From: Auri. For: Free compact."

Card #4-Immediately after the party, before you get out of your car when you get home, write a thank you note. (Also take notes of each customer on their profile card so you remember them.) "Thank you so much for helping me reach my goal this month. (Put a sincere compliment in here.) I appreciate you. You are an over the top hostess and definitely deserve all the free Mary Kay gifts. I am blessed to have you as a customer. Your order helps pay for (my son to go to preschool, my home repairs, my dream vacation). Living the dream, Auri

Additional Texts to send hostess:

Text #1-Take a pic of the invites and say, "These are your invites. Super fun, right? I can't wait for Saturday! Tell me what your friends say, ok? They are headed to the mailbox right now!"

Text #2–Have her send this to her friends the day before, “Girl! I am so excited for our make-overs tomorrow. It’s going to be so much fun! I love their products. My skin looks and feels amazing. Thank you in advance for supporting my friend Auri. You will love her. See you Saturday!” Remind your hostess that she wants her friends to come because that is how she earns free products!

Reminders:

If someone doesn’t take home product at a party, but they book a follow up, you know you can double book that party. It probably won’t hold.

If she does buy products, but not a miracle set, get a trial size miracle set and write “sample” on each item. Give it to her to try for a week before the party. That way her skin looks amazing, as the hostess, when you do her follow up. You want her to love the skin care, and she will.

Why do you want women to take home products? Because they deserve it!