

# Hostess Coaching is in the Bag

## THIS HAS BEEN THE MOST SUCCESSFUL COACHING TOOL FOR ENTICING BOOKINGS, KEEPING APPOINTMENTS ON THE BOOKS AND WORKING FULL CIRCLE!!

The Hostess Program we work with in our Unit features a half-price offer on a custom Compact for booking her appointment and holding it on the originally scheduled date AND an additional "\$75 for \$35" (which is \$40 free) for having just 2 - 4 ladies join her! That's over \$73 in free product for her! For you, the Consultant, this program only costs you \$2.50 or less (the more she buys over \$75 the less your net cost). There are so many hostess options and programs out there, many of which are too detailed and confusing - and a confused mind does nothing! So, to make Hostess coaching simple, use THE best tool I have ever discovered: Hostess Gift Bags! The best part is that your Hostess information comes in a lovely gift bag & not a manila folder that will get lost in her "in-basket." Women don't throw gift bags away! She will book just to get the bag AND she is more likely to remember her class because it is out in plain sight!

Here's what you need:

Paper Gift Bag (from the dollar store!)

A single sheet of coordinating tissue paper, folded

"Hostess Rewards" Sheet AND "Outside Orders" form (downloaded from [www.compassarea.com](http://www.compassarea.com))

"Follow-Up Appointment Reminder Card" (downloaded from [www.compassarea.com](http://www.compassarea.com))

5 Sales Tickets

Your Business Card

The Look Brochure with your contact stamp

Microdermabrasion foil packet sample (Section 2: 6 sets/\$2) or other sample/gift

Optional: A piece of team building literature (found on Section 2 or our Unit website)

Put all paper items into the bag and fold it flat. Take several with you to your classes. Set up one bag by removing the tissue paper, opening it up and placing it back in the bag with the points sticking out-like a gift! Put it on the table, show it and offer it as "a gift to anyone who agrees to invite a few friends to her follow-up facial tonight."

After closing the sale with each guest, say, "Now we need to set a date for your follow-up appointment. By choosing a date TODAY and holding on our originally scheduled date, you can create a customized compact at half price!" (she can do this even if she decides not to invite guests). Then ask, "But would you like to have a total of \$25 FREE at your follow-up facial?" She will usually say, "what do I have to do?" "It's easy - just by having two ladies join you!" You can refer to the bottom right corner of the Build-a-Bag closing sheet or pull out the Hostess Rewards Sheet from the bag. Choose a date she thinks would be best for having guests (as opposed to it being just her). Overcome any requests to "talk to my friends first" by telling her "it really is an appointment between you and me, I'll be there either way-if they can come great: you'll get an additional \$40 in products of your choice plus your half-price Compact (or she can select any of the Build-a-Bag sets at half-off if she'd prefer)! And besides if you ask 6 people what's best for them they'll all tell you something different." Pick a date using the two-choice method and write it on the Follow-Up Reminder Card, along with the day you are going to follow-up to get her preliminary guest list (usually within 24 - 48 hours). Even if she won't commit to having friends join her at the moment, encourage her to ask a few people & still follow-up on the agreed date. Don't forget to write the follow-up date in your datebook, too!

Go through the entire contents of the Hostess Bag with her (she may not read it later). Encourage her to invite 6 - 8 people so she's sure to have 2 to 4 there. Show her the dialogue for inviting guests on the Hostess Rewards sheet- especially the part where she tells them you'll be calling. Assure her you won't take advantage of their phone numbers & will only call them in conjunction with preparing for her party. She can get extra products at half-price if she completes the outside order form or has more than 2 guests. You may need to give her ideas of who to invite: neighbors, in-laws, church & civic groups, co-workers, bunco group, mom's club, women at the ball field, children's friends' moms, etc.

You can put a recruiting CD in the bag and offer a free eyeshadow or a half-price item if she listens to it before her class. Tell her you'll get her feedback when you call to get her guest list. Don't forget to THANK HER - she's going to be a terrific hostess and you're going to have a lot of FUN!! If you prefer: to save a little time, you can book with everyone, going up to the point of choosing a date & writing it on her Reminder Card. Then at the end, sit down with ALL the Hostesses & go over the Hostess Bags all together!