

BOOKING/COACHING/PRE-PROFILING CHECKLIST

Booking:

1. Make a list of people to book with.
2. Use a script
 - a. PowerStart Script
 - b. Model Makeover Portfolio
 - c. Referral script (to use w/ referrals from your SCC)
 - d. Or any other that you want
3. Don't quit until you have at least DOUBLE the SCCs Booked that you want to HOLD on your date book for the month
 - a. (ex: You want to HOLD 10, so book 20)

Coaching the Hostess:

1. *While on the phone during the booking call,*
AFTER you got a date for the SCC, communicate to your hostess:
 - a. EMAIL her the MK Wish List (www.heathererbe.com Skin Care Class Page) - Roll up Bag
 - b. You'll be calling the next day for her 24 hour confirmation of the date/time of the SCC.
 - i. At that time, you'll need to know that she:
 1. Talked with her guests, invited them, and checked with them to make sure the date works for them too.
 2. Chose a set from the MK Wish List that she's excited about receiving as her hostess gift and let you know what it is.
 3. She gives you the guest list (names & phone numbers).
(*don't let her get off the phone w/o giving you those names/#! She HAD to call them to get the date confirmed, so she knows who her guest list is!*)
2. During the 24 hour confirmation call:
 - a. Confirm the date of the class.
 - b. Find out what set she wants for free on the MK Wish List
 - c. Make sure she understands that you'll be glad to give her the hostess gift IF she holds her SCC on the original date & time. (this is why the 24 hour confirmation call is so important) [If something happens, and she can't hold the SCC on the ORIGINAL date, then let her know you'll be happy to give her HALF of what the set was worth in free product on the date she does hold the SCC.]
 - d. Get her guest list, and make sure she has ALREADY invited each guest.
 - e. Tell her that you'll be glad to give her the hostess gift IF she holds her SCC on the original date & time. (this is why the 24 hour confirmation call is so important) [If something happens, and she can't hold the SCC on the ORIGINAL date, then let her know you'll be happy to give her HALF of what the set was worth in free product on the date she does hold the SCC.]
 - f. Explain to her [if applicable] that "while we love children, out of respect for all women attending, this is an adults-only event. We want to make this time together a time of RELAXING pampering for the women. So

please make sure that childcare is taken care of, and not at the place of the SCC." MAKE SURE THE HOSTESS KNOWS THAT IT'S HER JOB TO COMMUNICATE THIS TO HER GUESTS.

- g. Communicate to her when you'll be arriving (30 min before the class), what time the guests should be arriving (15 min before the time of the class), and what time it will be ending (2 hours after it begins).
 - h. Refreshments are to the hostess' discretion. If she WANTS to provide refreshments she can, but not necessary. If she does, then PLEASE do not begin serving refreshments until AFTER the pampering is over and while you're doing the Individual Closes. NO ALCOHOL.
3. Call Your Hostess AGAIN:
- a. IF the SCC is schedule for MORE THAN a week out, call her two MORE times.
 - i. 1 week after the 24 hour confirmation call, just to let her know "that her hostess gift is in" and that you're excited to give it to her at her SCC.
 - ii. 24 hours BEFORE the class, to do a double confirmation.
 - b. IF the SCC is scheduled within the week that you booked it,
 - i. Call 24 hours BEFORE the class, to do a double confirmation.

Pre-Profiling the Guests:

1. Pre-Profiling the guests needs to occur IMMEDIATELY. RIGHT AFTER you get the guest list from the hostess REGARDLESS of when the SCC is scheduled.
- a. Why? The SOONER you can communicate with the guests, the better. The CLOSER you can communicate with the guests after the hostess has, the better. It gives them a double-reminder to put the SCC in her datebook SO SHE IS AVAILABLE!

2. What to Say

- a. "Hi _____! This is _____ and we have a mutual friend in _____. I'm _____'s Mary Kay consultant, and she's told me that she's invited you to her PAMPERING SESSION on _____@_____. Do you have a quick second so I can find out some information about your skin?
 - i. Ask the questions on the left side of the profile.
- b. Tell her what time the class begins, and if she's there by _____ (15 min before the class begins) that she'll take part in a wonderful hand treatment.
- c. Affirm for her that you're excited to meet her, pamper her, and that it will be A FUN AND RELAXING time for everyone!