

Coaching to Perfection!

After she has said YES!

If she said yes to a party and it's at least 9 days away:

"Okay, so now that we have the date picked, all I need from you is a list of the women you'd like to invite with their names and addresses. I'm going to send some super cute invites in the mail so you don't have to do any work! Plus, who doesn't love getting fun snail mail?! ☺ Great! You can email me if that's easiest. [tell her your email].

If you can get me those by tomorrow night, I'll give you a free _____! (you choose-lipstick, mascara, eye shadow)

If she doesn't have their addresses:

"No problem, right after I get off the phone, I'm going to send you a cute picture text to send to everyone to get their addresses."

*Download the app Red Stamp and create a cute invite that includes the phrases below:

-Save the Date for _____!

-Send me your snail mail address so I can share more details!

-Get excited!

If the party is less than 9 days away:

"Can you text me a list of the women's first name and phone number who you'd like to invite? That way, I can send them a cute text invite and ask them the skincare questions so I can be best prepared for the facials. Plus, if you do that by tomorrow, I'll give you a free _____ of your choice!" (lipstick, lip gloss, mascara, etc.)

If she's not comfortable giving you their names/numbers:

"No problem, I can always send you the text with all the questions and you can send them out to each person and text me their answers back! OR, if it's easiest, you could just put us in a group text where I can ask the questions and everyone can respond there."

Pre-Profiling:

Whether it's a facial or a party, you will then ask these questions:

-*"Have you ever tried Mary Kay before?"*

-If she has a consultant, refer her to her consultant.

-*"Tell me a little bit about your skin...Are you more dry? Oily? Combination?"*

*If she doesn't know, ask her to touch the middle of her forehead with her thumb and drag it down the bridge of her nose. If there's some shine, she would use the combo/oily Miracle Set

- *Write this down on her profile card that you're filling out as she speaks!*
-*"On a scale from 1-10, how would you rate your skin? 1 being blah and 10 being awesome!"*
-Follow up question after she tells you: *"Okay great. Now, what would it take to get that number to a 10?"*
Write down what she's saying on her profile card!

Getting a Guest List from a Facial:

"Now, I really appreciate you helping me with my goal, it's great to find super nice people like you in the world, we need more of them! 😊 Most people who do these facials with me prefer to do it with friends, so who do you know that could join you and get some free pampering time?"

-If her response is, "Oh! I could bring ___ and ____..." then you say:
"That's great! If you have 3 people with you and the sales are at least \$150, you will get \$50 of free product just for bringing a few people with you! How great is that? And if you have 5 people join you and there's at least \$300 in sales, you can get \$100 free!! So simple and easy! I'd love to meet with you either way because I know it'll be super fun to spend time with you, but it's always kind of nice to get some extra free product just for bringing some friends to join in on the fun!"

***Refer back to the top about "After she's said yes!"**

-If her response is, "Oh..no, I don't know anyone or I can't bring anyone...":
"That's totally fine! It can totally just be you and me-that would be just as fun and you're helping me with a goal and I so appreciate that no matter what!"

Ending the Conversation:

Quickly let her know what to expect:

"Just so you know, we'll be trying our award winning skincare, our eye renewal cream, and our Skinvigorate Brush. The first appointment is always skincare because it's so important (and my favorite!), but at your second appointment we can try color!"

Solidifying the Appointment:

"Okay girl, I will be there rain or shine! I am committed to this goal and I thank you so much for helping me with it and I appreciate your time! 😊 If for some crazy reason something happens and you need to reschedule, please let me know at least 24 hours before-even though I know it probably won't happen! When you let me know ahead of time, I can replace that time with another appointment so I can hit my goal, but I of course would rather it be with you! 😊"

Day Before the Appointment/Party:

Send a text to each woman:

"Hi ___! I can't wait to see you tomorrow! I want to start right at ___ so if you can be there before ___, I'm going to have a gift for you! 😊"