

Prepping for a live beauty sesh

Preprofile guests

A well coached party/sesh will hold. Don't leave your success up to chance. After booking, call hostess/each guest attending and fill out the preprofile card. I chose make one in Google forms to text out. If they don't fill out the doc, I then give them a call. This allows me time to get all the products ready to show and sell before I even leave the house.

Have a checklist of things to take:

Showcase, stocked w/samples, disposable party supplies, pre-profile cards, sales tickets etc.

Product to sell

Flip Chart

Datebook

Any current promo flyer

Recruiting info

Hostess brochure/flyer

Add to this list as you go!

When you pre-profile, you can put together "sets" for your guests

Mary Kay taught me to have 3 sets to offer. A high priced one, a medium priced one and a lower priced one. I fill a roll up bag with the HIGH priced set and they will "take" out the products that they do not want. I find they usually settle on the "medium" priced one. Which for me is everything they tried that day. I will take an extra tote of things that may need to be swapped out like foundations, color products etc. My sets are: Ultimate Pampering collection, Basic + Basic Pampering and just the Basic. I offer the 50% Deals sheet and a slight discount if they buy the Ultimate or Basic + Basic.

Be diligent in reaching out to make sure the party holds

There is nothing more frustrating than packing up, heading to a customer's home to find she is not there or there but peeking out the window. For this reason you want to be diligent in making sure to communicate that you will be there rain or shine and that YOU are counting on her to be there or give you enough time to fill her spot with a prospect that will hold. This is YOUR business. Make sure she knows that this isn't just a little deal. You are setting aside time for her to help her earn free stuff, be pampered and have some girl time if she is a hostess.

For a party I use a full circle coaching list to make sure not to drop the ball in any area! See link.

Full Circle Coaching