

Coaching for Skin Care Classes by Heather Juleson 1-22-07

Clear communication is key! Say the right thing to facilitate the class. Tell them what you expect from them and explain what you need. Hostesses doesn't know what you want unless you tell them!

Double booking your appointments is key. The average is 50% hold. If you have 10-12 classes booked the average goes up to 1 in 3.

Here are some steps that are crucial in holding a great class:

1. Get a firm commitment on the date. Say something like ~ "This is my business, so I'll be there rain or snow." The hostess needs to know you are serious about your business. To bump up a facial to a class you can say ~ You know, it's just as easy and more fun to do 4 or 5 friends ~ is there any reason why you couldn't invite a few girlfriends and turn it into a party?" The clearer way to say that is, "Suzie, my goal is to have 4-5 people at each of my appointments, which means 10-12 invited. And I will do all the work"! How does that sound? I want you to have a great party and be able to get free product! Let's work together to make this happen, ok?"
2. Tell her how to invite her guests. If she wants to call them first, that's ok, but give her a script to use. She tells them that she's having a professional beauty consultant over, it's by invitation only and she can only have 4-5 there. She can also tell them I'm sending them invitations in the mail and also will be calling them to get some information about their skin and color preferences.
3. Identify what your Hostess wants BEFORE the class! She needs to know "what's in it for her" so she has a reason for having the party. You give her your hostess incentive (\$75 for \$35, \$50 in free product, etc) ASK HER ~ what would you like to get with your hostess credit? If she doesn't know, ASK questions. How's your skin care supply? Do you need any body care or fragrance? What about the new products that just came out? You ALWAYS put HER FIRST ~ what does SHE WANT?
4. Set a SPECIFIC TIME to get her GUEST LIST! Ask her to get it to you within a day or two of setting up the appointment. She can mail, email or phone it to you. If you don't get the list, call her and say ~ "I'll be in your area tomorrow and I can pick up your guest list then."

- If she doesn't have it ready ~ sit down and brainstorm with her for 10 minutes. Be sure to get addresses and phone numbers. You can also say, "I'll be in the area and you can choose your "booking" gift at the same time". (Have some PCP gifts that she can choose from available when you stop.) The SOONER you get her guest list the BETTER!! You can keep her excited about her party and keep communicating with her how you are doing with follow-up with her guest list.
5. Send invitations out RIGHT AWAY (even if it's 2 weeks away). This gives you the opportunity to call them either before or after you send the invitations out. Before ~ you can let them know it's coming so they have a "heads up" and don't throw it away (thinking it was just junk mail). After ~ to ask her if she got the invitation and tell her how excited the hostess is to have her there and that she was top on her list. Remind her you will be calling again closer to the party date (2 days before) to confirm and also get information about her skin type and color preferences so you can make up a "goodie bag" for her. Then call the Hostess back to let her know you're progressing in making her party successful! (You can entice the guests to come by offering 1 item at 50% off for attending the party. It gives them another reason for attending!
 6. The day before the party ~ CALL the HOSTESS. Excite her about her party, find out what she wants for her hostess credit, and make sure she has a table and enough chairs to facilitate the class. Tell her how excited you are to work with her and that she is definitely going to earn her hostess credit!
 7. The day OF the party ~ CALL all the GUESTS. Tell them it's just a last minute reminder call. You can say something like, "Suzie's hostess credit is dependent on how many people are there today and she's counting on you being there. I can't wait to see and pamper you at 7PM."

The benefit of making 1-3 prior calls to the party is communicating to the hostess and guests that they are going to have a great time, you are thinking of them and you want to make this a fun event for all!! If you frame your classes around "What's In It for Them" ~ you'll have successful classes!

Happy Coaching!

If you learn to BOOK, COACH, and BOOK FROM YOUR CLASSES ~ you are on your way to Directorship!!