

The Dos and Don'ts of Coaching Guests

Before the meeting or event:

- ❑ Do inform your guests ahead of time how everyone will be dressed and what to expect at the meeting or event. Tell them, for instance, that everyone will be dressed professionally and that information about the opportunity will be shared.
- ❑ Do pick up your guests and personally drive them to the meeting or event.
- ❑ Do put Mary Kay on the back burner while in the car and spend time gathering personal information about your guests to see how Mary Kay can best meet their needs.
- ❑ Do have guests fill out a profile sheet before the meeting starts.
- ❑ Do introduce your guests to the Independent Sales Director before the meeting or event and to as many other Consultants as possible.
- ❑ Do sit close to the front.
- ❑ Do let other Consultants introduce their guests to your Sales Director first before you talk to the Sales Director about other business.

During the meeting or event:

- ❑ Don't introduce your guests in a way that will make them feel uncomfortable. For example, don't say, "This is Nancy Jones, one of my customers. I sure hope she signs up tonight!"
- ❑ Do introduce them in a positive and affirming way. For example:

I am so pleased to present Nancy Jones. Nancy was one of my very first hostesses, and she's been using our products for more than two years. Can't you tell? She has such a positive attitude and loves to look her best. Nancy, would you like to tell us a little bit about yourself?

- ❑ Do be prepared with one of these statements to use wherever appropriate when portions of the marketing plan are presented:
 - You love the product!
 - Do you realize how much you've spent with me this last year?
 - You owe it to yourself and your family.
 - There's never been a better time to be a part of Mary Kay.
 - You have everything to gain and nothing to lose.
 - We would have so much fun together!
 - I would love for us to team up together!
 - I will help you every step of the way.

The Dos and Don'ts of Coaching Guests - *continued*

After the meeting or event:

- ❑ Do bring your guests to your Sales Director before leaving so that she can assess their interest in hearing more about the opportunity.
- ❑ Do save any questions you might have for your Sales Director until after she's said goodbye to all the guests.
- ❑ Do ask your guests on the drive home if they had fun, what they liked, what appealed to them most and if they had any questions. Then give them a team-building packet.
- ❑ Do call your Sales Director after the meeting to discuss your guest's interest level.

