

Hostess Coaching Tips (And Other Fun Ideas) For

Mary Kay Pretty In Pink

Breast Cancer Benefit Parties

Immediate Coaching (done DURING the booking conversation)

During the booking conversation, once you have set a date and time, let her know that you have a special hostess packet for her. You can either hand it to her immediately, or let her know that you will deliver it, or put it in the mail. Continue your conversation by scheduling a time within 48 hours to call her back and go over the contents of that packet. Then put the phone call into your datebook because it is an appointment on your calendar! (Even if you have the packet on hand to give to her immediately, still book the phone call to go over everything within 48 hours.) Finish your conversation by focusing on her guest list. Ask her about the women she is planning to invite (and YOU write down the names as she mentions them). If she is at a loss as to who to invite, give her some suggestions, like: neighbors, coworkers, church friends, in-laws, girlfriends, etc. Then, instruct her to start inviting everyone RIGHT AWAY by phone, text, and/or email, so that WHEN YOU CALL HER BACK IN 48 HOURS, she will have gotten a head start on getting everyone invited. This will confirm that the date and time is going to work---otherwise, "we can tweak it if we need to." (This serves as "party insurance" for you because once she knows that all her friends are on board and planning to come, the party is less likely to postpone or cancel!)

Put a "Pretty In Pink" BCB party thank you postcard in the mail RIGHT AWAY! This reminds her of the commitment she made, and prompts her to get busy inviting guests!

Telephone Coaching (the all-important 48-hour phone call appointment!)

Call back with enthusiasm! Ask for permission for just a few minutes of her time to go over the contents of the packet, and to talk a little more about the party details. Some of the points you will want to cover (in no particular order) are:

- Each packet you created included a bundle of invitation cards, so encourage her to fill them out with date, time, and location, and then hand out or mail. It will serve as a visual reminder for the party. She can encourage each guest to stick it to the refrigerator with a magnet.
- It's a "Pretty In Pink" Party, so ask her to remind everyone to wear PINK!
- You can offer to take before and after pictures of each guest and promote the New York! New You! Contest at the same time! If so, she can remind her guests to bring their hairbrush, hairspray, and accessories for the after picture! (THIS is an opportunity that many women will jump at, and can be THE BIG incentive to get them to attend, so talk it up if you want to promote the contest!)
- Go over your hostess credit program so she knows how she is going to be rewarded for the success of the party. Giving extra rewards for each party booked from her party is a good idea, because YOU want to come away from that party with MORE parties on your datebook!
- Help her create a wish list by asking her what products would she most like to get for free? (Write down her list!)
- Remind her to keep refreshments SIMPLE (but if she wants to play up the PINK theme, some pink lemonade or other treats with pink on them would be fun!)
- Let her know your needs---a table for everyone to sit around with an overhead light, a nearby sink for water, and a separate location for individual consultations at the end (away from the makeover table and refreshment area).

- Let her know that guests who can't attend due to a conflict can book their own "Pretty In Pink" BCB party, since it is for a good cause, and it will help her get more for FREE! She could line up additional bookings to ensure that she gets maximum hostess credit before the party even starts!
- **VERY IMPORTANT:** in her packet you put a Shower Card fundraiser envelope. Explain the purpose of this envelope: for her carry everywhere and ask people if they would like to make a dollar donation for Breast Cancer research, and receive a breast self-exam shower card as a thank-you gift. Teach her the words to say, so that she knows not to say that she is "selling shower cards", but rather, "giving shower cards for a suggested donation of just a dollar or more..." She is to tell those who donate that she will get the shower cards from her consultant at her party, then deliver them afterwards. Inspire her to encourage her friends to be generous in donating so they can get several cards to pass along to girl-friends and female family members. Even men in her workplace might support the cause and donate to receive cards to pass along to their wives, moms, sisters, etc.

Finally, end your call with sincere thanks for her commitment. *"Holly, thank you for partnering with me for such an important cause. You are going to be a terrific hostess! I appreciate that I can count on you, and you KNOW that you can count on me! If I should break a leg that day I will still be here for your party, or send a consultant better than me to pamper you in my place!!"*

Other fun ideas to make your "Pretty In Pink" BCB parties memorable:

- Bring a pink feather boa for the hostess to wear.
- Wrap your hostess "thank you" gift in pink! Use elegant pink paper or a whimsical pink bag---don't forget the bow! Girls LOVE to get pretty presents! This will help to sell the guests on booking a party with you!
- Take pictures! Email them to the hostess to forward to the guests--remember, this is your job, but it is their recreation! You are helping them create great memories, and that can help them all want to do it again NEXT October, too!
- Make a pretty display of the Breast Self-Exam Shower Cards for the middle of the makeover table. If you have LOTS of cards on display, it will be more tempting for guests to increase their donation to get several.
- Demonstrate pink lip glosses and pink lip liners to go with the party theme. These will help the Beauty That Count lipsticks to go from looking coral, to looking more pink.
- Display your hostess packets like "presents" ---put each one down inside a whimsical pink paper bag with tissue coming out the top and a bow on the outside---make it look like a gift! Guests will want to go home with one!
- With all those who volunteer to book a "Pretty In Pink BCB party, take a group picture of them holding their hostess packet "presents"!
- Put an extra present wrapped in pink in the center of the table. Make it a prize for the one who gives the most referrals (with phone numbers) on the back of her profile card!
- Dress in pink so YOU coordinate with the party theme!
- Provide pink headbands for the guests to wear during their makeovers.
- You might want to keep a tally on the donations and let the party group know the record number of shower cards given away so far at your TOP party---in case that group is particularly recognition motivated and would like to earn the bragging rights of being your BEST party by donating the MOST during the promotion!
- You might also want to challenge each party group to be THE party that generates THE MOST new bookings--you never know, some guests might book TWO or more parties if they have lots of connections and acquaintances!

It's a PARTY, so smile, laugh, enjoy the girls, and have fun helping them look pretty in pink!