

Hostess Coaching Training from Cindy Williams

Coaching is simply communicating to someone, What's in it for them. The hostess of your skin care class must have a reason to "do it now" and she must understand what she will receive for her efforts.

I have always had a simple approach to giving my hostess what she wants. If she does three simple things for me, she can have just about anything her heart desires.

- *Hold a class within 2 weeks & don't change the date
- *Have 4 adults present, who have not had a MK facial by me.
- *Collect a minimum of ____ dollars in outside sales before the class.

How much must she collect in outside orders? Whatever the value is of the hostess gift she selected.

For example, if she wants the empty color palette which retails for \$38, she would need \$38 in outside orders, prior to the class.

If she wanted a filled color palette which retails for \$150, she would need \$150 in outside sales.

This way, when I walk in the door, I break even. However much she is getting free, she must have sold that same amount.

You can use the Coaching Page on the website under Training, as a guide. I have listed gifts that cost around \$40, and written in \$40 in outside sales, but you can adjust according to what your hostess wants.

(If my hostess only completes two of the three requirements, I still give her the gift selection, but at half price instead of free.)