



New Consultant Training

Hubert Hotshots

Booking, Coaching & Preprofiling

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Booking Your First Hostess

1. Make a list of everyone you know that has skin! Write them down on the following page with their telephone numbers. See if you can make a list of 50 women!!
2. Study your “Addressing Concerns” in the Career Essentials – Conversations booklet* (page 16 – 18). Know what to say when they say “I’m too busy” or “I don’t wear make-up.”
3. Set aside an uninterrupted block of time when you can call to book classes.
4. Start calling. This is what to say:

“Hi, _____, this is _____. Do you have a quick minute? (Let her answer.) You’ll never guess what I’m doing now! I’m a brand new skin care consultant with Mary Kay Cosmetics, and I need your help. My director told me to think of some women I knew that were (*sharp and cared about their appearance*) and right away I thought of you! Is there any reason why we couldn’t get together for a makeover? I’d really appreciate your help! Which would be better for you, _____ or _____.”

5. Let her answer, then use your “Addressing Concerns” responses if she has an objection.
6. If she is not familiar with the products, invite her to your home for a facial or a unit meeting and do several women at the same time. She needs to be excited about the products before she will be a good hostess.
7. If she is familiar with the products and likes the idea, say, “Now, when we get together, is there any reason why you couldn’t share your makeover with a couple of friends? It’s more fun that way and I’ll even have some free product for you!”

Remember – the key is enthusiasm!

Let her know you are excited about what she thinks of your product.

* The Career Essentials – Conversations booklet can be located on www.marykayintouch.com.

Click on the “Full Circle Success” on the right hand side. Then click on the “Career Essentials” on left side bar, then click on the “Click here to view the items listed below” button. Then click on the “Conversations booklet” on left side bar.

Names of Potential Customers,
Hostesses, and Team Members

Phone
Numbers



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Names of Potential Customers,
Hostesses, and Team Members

Phone
Numbers



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Coaching Your First Hostess

If a class is worth booking, it's worth coaching!
Use this checklist to help you book skin care classes that hold.

1. I was enthusiastic when booking the class. I coached the hostess on who to invite and I also told her about hostess credit.
2. I sent the hostess a reminder note regarding the date, day and time of her class.
3. I called the hostess for the confirmed guest list on the date I promised, and I asked her what she would like to earn for her hostess credit and I talked to her about the importance of outside orders.
4. Preprofiling – I called each guest. I asked if she had a minute, then I told her what to expect – a complimentary facial with emphasis on skin care, glamour, and a one-on-one consultation at the end of the class.
5. I arrived at least 30 minutes before the class to set up, I also discussed with the hostess where to have the individual closes and when to serve snacks.
6. I used the four-point recruiting plan:
 - a. I asked the hostess which guest might be good at doing what I do.
 - b. I gave a heartfelt, enthusiastic talk on why I began my MK career (30-60 sec.).
 - c. I offered the guests a special gift for any referral who is accepted by the company and becomes an active consultant.
 - d. I selected someone at the classes and gave her a video to watch or literature to read – and set up a time to answer her questions.
7. I mentioned a second facial at least 7 times during the class.
8. I closed at the end of the class with both a group table-close and a one-on-one consultation with each guest.
9. I smiled throughout the class presentation and really cared about how each woman looked and felt.
10. I offered a second facial to each person at the class.
11. I followed up with every guest two days later to make sure she was happy with her purchases and to let her know how much I enjoyed meeting her.
12. I sent a thank you note to the hostess for opening up her home to me and introducing me to her friends.

Preprofiling The Guests

"Hi, is _____ there?" Great.

"Hi, my name is ____ (your name) ____ and I got your name and phone number from ____ (hostess' name) ____ and she said you are coming to her Mary Kay Skin Care Class on ____ (day) ____ . I am the beauty consultant who will be teaching that class and I just have a few questions to ask you to help me be better prepared for the class. Do you have a minute?"

1.

2.

3.

4.

5.

Great. Thank you so much for answering these questions for me, and I'm excited to have you try our products. The class starts promptly at ____ o'clock and I'll have an early bird drawing for anyone who is there by ____ . I'm looking forward to our class and to meeting you. See you on _____ ! Good-bye."

