

Coaching Appointments
FESSD Karla Plantan

Mary Kay used to say that a class worth booking is worth coaching.

Just like a doctor's office or dentist's office – 50% of appointments will postpone or reschedule. This is true with even well-coached appointments. I have incorporated methods taught by ESNDS Lia Carta and Sr Sales Director Hannah Redmon for the 2.5 years and have seen an increase in my hold rate and a MASSIVE increase in the number of parties I hold rather than a party booking turning into a solo or double facial.

When booking a hostess on the phone, I say:

Great, <name>! I have you booked for my group beauty experience on Wednesday, the 29th! I will create an invitation and text it to you so you can send it to your friends. It has my number on it so when they RSVP to me, I'll ask a few questions to help me prepare and customize the experience & my little gift bags for each of them!

Record the booking in datebook. Start Coaching Full Circle document to track the event and coach it appropriately. Save the hostess in your phone as "Katie 9/29" or whatever makes sense to you!

Once we are off of the phone, I text immediately:

Hi Katie!! It's Karla!! I have you booked for my 6:30pm group beauty experience this Wednesday! 🙌🙌 As I mentioned, part of the package is a little gift bag of samples for each of your guests, so I'll send you an invitation & when they reply to me I'll have them each answer some questions to customize those!

Then I usually make the invitation in Piccollage (you can use any free app – options include photofy, canva). When it is ready (on the same day in which I made the booking), I send 4 more text messages:

1. Go ahead & text this to your friends! Excited to see you on the 29th!! I'll keep you updated who responds & if I get responses starting tonight, you'll get a free full sized mascara too!!



2. <image>

3. Sample text: Hey! I'm super excited! I won a free beauty experience for myself & 6 friends from Mary Kay! 🎉 You know how much I LOVE ❤️ u so u are 1 of the 6 that I picked! Part of my package is that u get a custom bag with some fun samples in it! Text Karla @ 720-330-9939 to reserve your spot & so she can customize it! 😊

4. Does all of that look good??

The next day, I call the hostess. This is especially important if the appointment was booked over text.

If I have RSVPs:

Hi Katie!! It's Karla with Mary Kay! I am SO excited! I already heard from Sam and Krystal that they will be attending the beauty experience with you!! Are you expecting any more replies?

If she is not available, I'll leave this on a voicemail and also send a quick text with the same communication.

If I don't yet:

Hi Katie!! It's Karla with Mary Kay! I am SO excited for your beauty experience on Wednesday! I don't have any replies yet so I was wondering if your friends have just been responding to you?

[If she is not available, I'll leave this on a voicemail and also send a quick text with the same communication.]

Oh they have, great!! I'm happy they are excited! Can you please ask them to text me so I can ask a few questions? This step is helpful because it reminds the hostess to invite people if she hasn't yet.

** Note: In every text and call, I'm reintroducing my name so my hostess knows who I am when we get together.

There are two main options for tracking replies to the invitation

1) Tracking replies into Coaching Full Circle Document

- a. What to send to the guests as they reply:

Hi Julia! Super excited to meet you next week!! 😊😊 I just have a few questions for you!! 1) For your gift bag, do you want more makeup or skincare? 2) Have you ever used Mary Kay before? 3) Is there anything going on with your skin currently that I can help you with? 😊😊💋👍👉 Karla

- b. Track answers in the Coaching Full Circle Appointment Sheet for the appropriate event. Converse with the guest about their replies and touch base with them between that date and the appointment to build excitement.
- c. Save the guests in your phone as "Julia 9/29 Katie" (Name, date, hostess) or whatever makes sense to you!

2) Using Google Forms to track replies

- a. Create a Google Form asking name, who invited them, best contact number, if they have ever tried MK and if they have a consultant, what they love about their skin, anything they'd like to improve about their skin, age range
- b. When guests RSVP, forward the link to the google form
- c. Message guests the day before the appointment to be sure they have the address or any questions answered

The purpose of the coaching process is to build rapport with the hostess and the guests. It's to ensure that the appointment you booked will hold. It's to initiate the professionally casual relationship that you will develop more during the appointment. Phone calls work much better than only texts.

Gift bags – the key is to make it fun and something you would LOVE to get! Something that excited you when you see it!

Small Gift Bag

Scratch off discount card (pinkprinting.com)

My business card

Candy of some sort (starburst/mint/chocolate if it won't have the chance to melt)

Mary Kay Samples based on what you learned in the profiling process (lip color, hand cream, skincare, color card)

Facial Cleansing cloth in a ziploc with instructions