**3.3 COACHING YOUR HOST**

A successful Skin Care Class starts with communication and coaching of the Host, who is the key to the success of the event. The Host provides you with access to her friends, family and associates. **She is your business partner.** A good partnership means great sales, future bookings and new Consultants for you. It also means having fun, showing fashion trends and guests leaving looking great and getting compliments.

Know your Host's motivation. Find out what is most important to her and then show her how she can get what she wants. Your Host will be interested in having a fun event, earning free product and getting a free makeover/color analysis. You will help your Host by providing a creative social time for her friends and allowing her to see what you do as she may be interested in a career like yours.

When booking a Skin Care Class, the Host coaching process begins immediately and the first step is guaranteeing your booking. **Without a date and guest list, you don't have a booking.** The first thing to do is **set the date**. Once you've set the date, it's important to schedule a confirmation call within the next day or two. Make sure you are familiar with the Host Rewards program when you are speaking with your Host.

**Host Planner**

Be sure to get a Host Planner (Item #51557) into the hands of your new Host as soon as possible after you confirm the booking. Here's a list of what your Host will need for pre-class orders.

* 1-2 Catalogs
* Beauty Hour Guest Order Forms which will be filled out for each client placing a pre-order. Remind your Host to get all of the information requested on the order form so there are no problems processing the orders. This should include complete billing address, security code and expiration date if paying with a credit card. Encourage the Host to double check the credit card number to make sure it was written down correctly. Finally, if paying with a check, make payable to you. Make sure she notes the type of credit card i.e. MasterCard, Visa, etc. **Outside orders should only be encouraged if someone absolutely cannot attend the Class**.

**Host Invitations**

You and your Host have options for inviting guests. Discuss and agree upon the type of invitation with each Host. The options are:

* Girls Night Out Postcard Invitations (can be ordered from Vista Print at www.colormebeautiful.biz.vistaprint.com).
* Host Invitation Flier (can be downloaded from Inside and saved to be customized for each Host.
* E-vites are a quick and easy way to invite guests. You can create your own invitation or use an email marketing site for templates.

**Host Communication Process**

Relationship building is the key when working with your Host. Have at least 3 voice-to-voice conversations with your Host in advance of the Class to form a bond. Your goal is to connect with your Host so that she sees you as her partner in creating a successful Class.

Disconnected Hosts will cancel without remorse. Connected Hosts will hold their Skin Care Class or give advance notice if there is a need to reschedule.

**Call #1: Confirming the Class**

1-2 days after Host agrees to do a Class

To ensure the best possible outcome for your Class, accept new bookings even if the booking is tentative. Ask your Host to over invite. Ask her to fill out the Guest List on the Host Planner, which has room for 18 names on it. Have her fill in the name, postal address, phone number(s) and email address for each potential guest. You will want her to have her guest list ready within 4 to 5 days of agreeing to do a Class. This is the first indication of your Host's desire for a successful event. When she gives you the guest list, you will both send out the invitations or e-vites and give her fliers to hand out. By taking the lead on getting the invitations out, you are helping your Host and taking charge of a key component to the Class. Additionally, your Host is less likely to postpone or cancel once the invitations are sent out.

Here's a suggested script for your confirmation call:

**Thank her and review what's in it for her.** "Hi Mary, how are you? I'm so delighted you're hosting a Skin Care Class. It's going to be a fun evening and everyone will absolutely love it. Your guests will learn everything on how to take care of their skin. As a thank you for hosting the Class, as you know, you're receiving a free gift."

Romance the gift she has selected. Be sure to explain the value (select from the Special Values or GWPs).

"In addition to a thank you gift for hosting, you will also receive free product of your choice based on the total sales. If your Class has sales of $300, which is the average, you'll get credit for $52.50 in product. If your sales are $500 or more you'll receive $100 in free product.

**Review the guest list and process for inviting guests.** "Mary, because I want to share this experience with as many of your friends as possible, I am asking that you put your guest list together in the next few days. 10 guests are a perfect number, so think about everyone you know who would be interested in taking better care of their skin. Don't exclude anyone. A list of 15-20 is ideal and will ensure that we have a great turnout. Once you give me your list, I'll send out the invitations. Then, I'd appreciate you following up with a phone call to share your excitement and have each person save your date. We'll talk more about this call once I receive your guest list."

"Is (day and date) good for me to get your guest list? Great! Remember, my goal is to help you have a successful Class so you can earn (specific products she wants to earn) as we discussed. So, let's make this happen, okay?"

If your Host needs help on who should be on her guest list, here are some questions that will help: Who do you know who wants a makeover and may not have the opportunity to do it? Who do you know who loves skincare and wants to know more about anti-aging or how to care for their skin? Who do you know that could use a boost right now?

"Mary, I'm really looking forward to our Skin Care Class. I am blocking this date just for you. I look forward to getting your guest list on (day)."

**Call #2: Getting the Guest List and Coaching on Calling Guests**

About 5 days before the Class

Within 4-5 days of the first call, your Host should have guest list ready. Be sure to establish how you will receive the list (email, pickup, etc). Confirm with your Host when you will be mailing or emailing the invitations. Be sure to let her know how important it is for her to call everyone to get them excited about her Class. There is a script that she can use in the Host Planner to guide her.

Prepare your Host so she has the best possible results when inviting guests. Here are the key points she'll want to share to get her guests excited:

* **Be excited!** The Host should convey her *own* excitement for the Arpel products which she can't wait to share. Encourage her to share her own product experience or her experience with you.
* **Share the benefits!** Each guest should understand that she will receive personalized instruction on how to care for her skin including a customized skincare regime. Importantly, each guest will receive a free gift of \_\_\_\_ with a qualifying purchase and a special bonus with a $50 purchase. You will need to let your Host know the specifics on the gift and bonus and romance these products so that your Host can in turn do the same for her guests.
* **Get an RSVP.** Have your Host stress the importance of showing up because the Class will be intimate with only 10 or so guests to ensure everyone guest personalized attention. She should tell each guest she's reserving a seat just for her.

Here's a sample script for your Host:

"Hi Jane! This is Karen. Can you talk for a moment? Good. I have some exciting news. I was recently introduced to Adrien Arpel skin care, a wonderful line of products. I've just begun to use the products and I'm already seeing results. When my Beauty Consultant asked who would appreciate quality skincare, I immediately thought of you. You've been sent an invitation to my Skin Care Class which will be at my home on (date/time). I'd love for you to come. Can you make it?"

**Yes.** Great! We'll have a fun time. To ensure everyone receives personalized attention I'm inviting a select group. I'm saving a seat just for you. I believe you'll enjoy the products. Thank you, Jane. I'll see you on (date/time) at (location)!

**No.** That's too bad. I'll be having another Skin Care Class and will remember to invite you. Would you like to take a look at the catalog to see if there's anything you'd like? I'd be happy to meet with you if you're interested. (Set the appointment date/time/location). Thank you, Jane. Enjoy.

Ask your Host to refer guests to you that are unable to attend as they may want to host their own Class. Encourage your Host to get bookings and reward her with a special gift that you and she agree on.

Note: Once you get proficient at doing Classes, consider theming them so that when your Host calls her guests she can get the guests even more excited about coming. Theme examples: Dress in your favorite red outfit, most creative outfit, wine tasting, etc. If you have a theme, incorporate it on the invitation. And, you Host can share it with each guest during her call. A great base theme is "Great Skin Extravaganza" which keeps things sweet and simple and focuses on skincare.

**Call #3: Finalize the Details**

2 days before the Class

This call is to finalize the details with your Host and confirm the number of people who will attend. Use this checklist to ensure every detail is covered:

1. Discuss the Host Rewards, what free products and special gifts your Host is focused on earning and reiterate how she can earn up to $100 in free products. Also, remember that she will receive a thank you gift for hosting the event from your terrific selection of gifts.
2. To help ensure she has sales to meet her goal, encourage her to collect orders from friends who aren't able to attend the Class. She should use the catalogs.
3. Get a little background information on her guests. Any information she shares...it's my mother, my girlfriend of 20 years, my co-worker... will help when you meet them.
4. Be sure your Host understands how important it is that the Class starts on time. Let her know that the Skin Care Class typically takes an hour and a half to two hours from start to finish and that you don't want her guests to miss anything.
5. Help the Host expand her guest list. This is often critical. Suggest she select additional friends, neighbors, business associates and/or relatives. Let her know you can easily work with 7 guests (plus her). Since there may be last minute cancellations, have your Host complete the guest list (18) to have 7 actually participate. It's better to have too many than too few.
6. Discuss refreshments. Let her know refreshments are not necessary; however, most Hosts enjoy serving them. Suggest keeping it simple and that it’s most appropriate to serve the refreshments while you are doing the one-on-one consultations at the end of the Class.
7. Let your Host know that you will be ordering product for each guest that day (unless you have inventory). Each guest will receive her product within 5-7 business days.

Remember, a Host who feels she gained personally for having hosted a Skin Care Class may host more than one. Additionally, each Host is a potential new Consultant and the Class can be her apprenticeship training.