

## HOSTESS COACHING

Hostess Coaching is simply teaching the hostess how to have a successful home show. After you have set a date for the show with your hostess, you need to "Coach" her on how to use the hostess packet to maximize sales at her show!

**What follows is what I say to a hostess as I give her the hostess packet. Or, I give her the information over the phone and then mail the hostess packet, if it wasn't a booking from another show ☺ Definitely modify this as you choose, but I suggest new consultants use this until they are comfortable with the hostess program. Then, it will be easy to change to suit your individuality!**

**Here's what I say:**

*"In this packet you will find everything you need to help you have a great show! Please thoroughly read the Hostess Guide - it's the bright-green brochure... it will give you tips to help you get the most free books! Your show is scheduled for (date) at (time). My phone number and email are here, so you can call or email me anytime with any questions.*

*The most important thing you can do right now is to create your guest list. Invite **everyone** - people from all "circles" of your life, not just your close friends and family. Don't forget Grandmas, Aunts and teachers - they are some of our best customers!*

*Once you complete your guest list, you will get the best results if you invite them **THREE TIMES**:*

- 1. Personally contact as many people from your guest list as you can. Usborne is not a house-hold name, so this step is important ☺. If you invite them in person or by the phone, you can explain a little about the books and why you and your family enjoy them. Ask each person to mark it on their calendar and let them know you'll be sending them a postcard invitation in the mail.*
- 2. Mail your postcard invitations about two weeks prior to your show.*
- 3. Two to three days before your show, it's important to make quick reminder calls to everyone you invited. **These calls are VITAL to the success of your show.** We all lead busy lives and people appreciate the reminder! I promise you that these calls will make a difference in your show attendance. Also at this time, please tell everyone that if they bring an adult guest with them to the show, I'll give them a free book!*

*OK, I think that covers the important information. I'll call you about 2 weeks prior to your show to make sure you have enough invitations and to remind you to send out your postcard invitations. I have the date reserved for you and I'll be talking to you again soon! Please feel free to call me anytime if you have questions."*