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Providing You With The Tools You Need to
Succeed in Your Direct Sales/Party Plan Business



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Presents

Coaching Your Host for Maximum Success Study Guide

What will I learn?

This course will support you in setting up a host coaching program which will produce almost instant results in your direct sales business. You'll learn:

- How to **build a strong working relationship with your hosts** which will produce higher sales, bookings, and recruiting results for you.
- A successful formula for **setting up and then accomplishing a 20-minute in-person hostess coaching session** which will markedly enhance your business
- **Effective follow-up techniques to employ** with your hostess for maximum results.

Part #1

The Power of Partnership and Setting up Your Host

Designing your “blueprint” for success. This program can provide:

- A host who is enthusiastic about creating a fun, inviting show atmosphere for her guests.
- A great relationship between you and the host which will have her invested in planning her show with you.
- A host who enthusiastically provides you with an address list and postage.
- A host who is comfortable giving you a referral of someone they felt would be talented in your business
- The potential to recruit about one out of every eight hosts you coach
- Approximately a 95% success rate of shows holding on their original dates
- An increase of approximately 20% in your monthly show sales average
- A greater number of guests attending each show.

Three steps to person-to-person show set up:

- Set a show date within 30 days
- Assign the task of completing the guest list & offer an incentive to get it done
- Schedule a date within one week to pick up the list & postage & plan the show.

Language for setting up your host for your coaching appointment (remember, your language reveals your intention, so practice, practice, practice!):

Linda, I want to thank you for scheduling a show for me and (tonight's host, Barb). I'm so excited to have YOU as one of my upcoming hosts. Our goal is a fun night out with your friends. I want to be clear about how you receive the host's gifts and bonuses and how (tonight's host, Barb) receives credit for your booking. All it's going to take is three easy steps.

First, set your show date within 30 days of today. In a moment I'll show you the dates I have available (if she hasn't chosen a date from your booking tree).

Second, I'm sending you home with a blank guest list. I have a great invitation to send to all your guests, and I have a special gift for you when I receive your completed list of 15-20 names, addresses, and postage within one week. (Share the gift or wrap it up & keep it a mystery). Begin by calling all your guests to invite them to a fun, relaxed Friends' Night Out Show. Ask them for their addresses so we can mail them an invitation with a ticket for a special drawing. If you'd like to invite more than the required 15, great! In fact, you're welcome to hand deliver some of your invitations, but earning the special gift still requires submitting a completed list of 15 names, addresses, and postage.

Third, we'll set up a time you and I can connect within this next week for a cup of coffee or a soda. (if it's not possible to meet in person, set up a phone time with her) At that time, I'll collect your list and together we'll plan your party. I'll register your show with home office tomorrow.

Then I have one week to pick up your list, and you'll receive the specials being offered to new hosts.

Part 1 Assignments:

Assignment #1 – Determine the language that you will use to accomplish the three easy steps to person to person show set up. E-mail your language to your support coach for review.

Assignment #2 - Decide what incentive you will offer your new host for returning a guest list w/ postage to you. Practice your language around asking for the list and postage. E-mail your language to your support coach for review.

Assignment #3 - Design your show date card program. Create at least 6 cards with dates for the next 4 – 6 weeks, decide what instant booking gifts you're going to offer. [Click here](#) to access the Party Date Card file.

Assignment #4: - If you have any shows in the next week, commit to setting your new hosts up for person-to-person coaching using the language & structure we have discussed.

Part #2

Designing a Strong Relationship with Your New Host Through Language and Follow-Up

The language of Offering instead of Asking:

“Sue, you were so much fun tonight! I cannot wait to come and spoil you and your friends with a show. I have no doubt you have to have fun friends! When can we do a show?”

“Renee, I want you as one of my June hosts! I cannot believe how much you added to the show tonight! You are fun! Let’s look at our schedules and see when we can get together.”

“Marilyn, I couldn’t stop thinking about our conversation earlier tonight and how completely busy you said you’ve been. I think you need a break, and I’d be absolutely honored if you would let me be the one to set it up for you. Let’s figure out when we can find a time to get you and your friends together.”

The language for Think About it Packets:

“Tell you what, Marilyn. I want to give you some time to think about it. Would you be willing to take one of my think about it packets? All you have to do is take some time in the next few days, look over all the benefits, and think about doing a show. I’ll follow up in a few days by phone.

Now, I just have three rules for my think about it packets.

- Rule number one, you have to actually think about it, for at least a few minutes between now and when I call you.
- Rule number two, you have to take my call when I follow up (I don’t want to hear “tell her I’m not home” in the background when I call).

- **And rule number three, if you decide not to book a show, you have to let me down easy. It's that simple."**

Follow up:

Acknowledging your host within 24 hours

- Thank you card
- Follow Up Call the next morning (Morning After Call)

Language for the MAC Call:

"Karen, this is Julie Weitz...just calling to say thanks for coming last night. You made that show last night an absolute blast, I loved connecting with you and I can't wait to come and spoil you and your friends. I know your show is going to be a blast because you have got to have some fun friends 'cause you my friend were a blast to get to know. So I want you to know, I'm looking forward to meeting with you at Starbucks next Tuesday morning at 10. Make sure you bring me your list and postage and I will talk with you then! Thanks and I'm looking forward to it!"

Part 2 Assignments:

Assignment #1 - Practice inviting language this week.

Assignment #2 – Put together your think about it packets and decided how you'll introduce them to a potential host. E-mail your support coach with your ideas.

Assignment #3 - Outline the **Three Steps to Success** from what you've learned here. You'll be crafting your messages for your thank you card, your Follow up call and your confirmation call. Script this out so you are clear about what you're saying for each call and before you sit down to write your card. E-mail your scripting to your support coach for review.

Assignment #4 - Decide how you will personally handle host coaching obstacles. What will you say? Write your possible scripts and practice.

Part #3

Building the Relationship With Your Host

Your role in person-to-person coaching is first and foremost as a coach.

Coaching skills you'll want to employ during your host coaching appointment:

- Level 2 listening
- Curiosity
- Powerful Questions

Sharing your story at the end of your coaching sets up a recruiting environment.

Part 3 Assignments:

Your first assignment: Practice level 2 & 3 listening with everyone in your life this week. Notice when you're in level 1 and see if you can consciously shift to level 2 as you're interacting with your friends, family, down-line, and customers. Use curiosity and powerful questions as well.

Your Second Assignment: Create Your Story using the "**Sharing Your Story with Your Host**" document from the web page ([Click here](#) to access that page). Write your story and practice it. E-mail your story to your support coach for review.

Part #4

The Host Coaching Appointment

- Arrive five minutes early
- Acknowledge your hostess upon arrival
- Casual Conversation (take 10 minutes with her)
- Create a theme party & give your host an example of how to invite her guests using this sample language:
 - ***“Karen, I’m so excited about creating a fun night for you and your friends. Part of whether or not they attend your party will depend on how you invite them. We’re going to send a fun invitation which will have your theme on it. I also want to invite you to mention the theme and how much fun we’re going to have when you invite them. The more enthusiastic you are, the more enthusiastic they will be!”***
- Talk about free goodies & specials

- Outside Orders (teach her how to get them & let her know you'll be closing the show the night of her party)

- Outside Bookings

- "Go Girl Goals" (using the following language)
 - ***"Karen, I'm going to give you a few "go girl goals" before we end today.***
 - ***Goal number one, I'd like you to get at least five outside orders. Remember, I taught you how to do that, so it will be a breeze.***
 - ***Goal number two, I'd like you to get one outside booking. That would be someone who loves my products but can't make it that night. Just let them know that you need an outside booking and invite them to support you with that. Get me their name and phone number and I'll contact them.***
 - ***Goal number three is to call everyone a day or so prior to your party and, using the language we talked about earlier, remind them to attend."***

- Powerful conclusion and recruiting talk (end the appointment with the following language):
 - ***"Karen, I'd just like you to think about becoming a consultant between now and your party. I don't want you to tell me now, even if you're interested, If you decide you would like to do this, you can tell me the night of your party, we'll turn it into your kickoff party, I'll give you all the bookings, and you'll be on your way!"***