

# Hostess coaching

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The number one way to have a successful spa is to build a strong relationship with the hostess; setting expectations for the spa based upon her needs/wants.

## 1) A hostess books her spa AND selects her date!

⇒ **Complete the spa order and offer 40 % off skin care set -**

- - *"GREAT! Do you realize that because you selected your date, you can receive your FIRST hostess gift tonight? You can receive 40% off your skin care set!"*

⇒ **Hand her an EMPTY hostess envelope -** (in place in place of empty envelop make copies of the backside for her to complete wish list)

- *"Sally, thanks again for choosing to host your spa, here is your hostess envelope, please put your date and time of the spa and start writing down the names of the ladies you already have in mind to invite to your spa."*

⇒ **Review Hostess envelope -**

- *"Sally, I will look at all your names, you are already a successful hostess! I will take your envelope with these names home with me and I will email you tonight or first thing tomorrow these names. I will simply need you to email me back within 48 hours with the last names and mailing addresses. (or however your friends like to be contacted) You know the fun part about being a hostess is every time I ask you to do something for your spa, I will have a gift waiting for you when you complete it!!"*
- *"Sally it is important for me to let you know that you are one my 8 spa appointments this month, I am excited to be able to schedule you into my calendar! Your spa date will be secured when I receive your guest list. I am sure you understand ;-)" AND remember this is a request SO when you complete it on time I have a gift for you!"*

## 2) First Contact

⇒ **After receiving Hostess' guest list -**

- Respond within 24 hours of receiving her email. Thank her for being a great hostess, tell her you will be sending her hostess packet with all the information and samples

she needs to be successful in her spa! Make sure to include any free gift in the packet. Let her know you will mail out the invites about 2 weeks prior to her spa but to start telling everyone NOW to save the date!

- Tell her the next step is to have FUN shopping! Go to the website, or through the BeautiBook she got at the spa and make a wish list of at list of min. \$75 - \$140 worth of product she wants to have for free or discounted! Give her a deadline again 3 – 5 days to email her wish list. *"When I receive your wish list, I will give you ANOTHER gift ...email it TODAY, before I send out your hostess packet and you will have 2 gifts one for the invite list one for the wish list! :-)"*
- *NOTE: Refer to Hostess tracking sheet - Hostess envelop should include, her invite gift (1oz hand repair, lip balm mini wrapped pretty!) at least 3 order forms, 2 beautibooks, 3-5 client flyers for the month, 3-4 samples for her to share with people. (TFF, Instant Manicure and Extreme Repair are great ones for them to share with instant results!) Include extra invites she may need to just hand out to neighbors or at work. Be sure to include our opportunity flyer and the hostess booklet to help her to see all that she can earn as a hostess, and share again about our business opportunity! These items can be found on mybeautispa.net Also provide information on how to complete the order, your sales tax and shipping and handling and a reminder of what your gifts are going to be for outside orders and pre-bookings, holding spa on the original date, having 8 ordering guests.*

⇒ **Getting her wish list is HUGE!!**

- Why? Now you know what it is she is wanting from the spa! It gives you an open path to really begin to communicate with her and you can customize the spa to products she loves! You can provide give her samples of the products she loves to share with friends helping with outside sales. You now have an incentive to help her continue to be your business partner and you put together this spa. Say she loves the warming trends. We reward for everything we ask her to do right? What is it we need ahead of the spa bookings and sales right? Offer her a discount or FREE

warming trends when she gets one of her friends to pre-book? Or use it for ordering, too!

- Look to what she has in retail listed; i.e. she has \$100 in retail products she wants to earn that means we need to have a 500 spa with 2 bookings. And you break it down from there, ie guests present, # of orders, per person order, outside sales, and who she knows that wants to have a spa!

### 3) Second Contact

- ⇒ Contact hostess after receiving her wish list OR after she receives her hostess envelop. This is time to pick up the phone, or met in person go through the information with her and set her next goals of outside orders, bookings, and attendance of guests night of the spa.
- ⇒ Every spa will be different in terms of time from when it is booked and when it is to hold. The key is connection at a minimum of 3 times and up to once a week! She is busy, it is your responsibility to contact her! Remind her of all the free things she will be earning, ask if she has shared the samples, if so does anyone have any questions, you can help them personally, you are the expert and almost always will increase her orders when you have connection with guests as well as the hostess
- ⇒ The more you connect and set expectations with her, the better your spa will be. Again use the wish lists to encourage her, compliment everything she does well, and help her with the things she is struggling with. Understand her WHY for hosting this spa and focus on that. The night is about her getting her free products and having a great time YOU will have a successful spa too when help her get all of her free gifts!
- ⇒ Set a minimum expectation of \$500 spa plus 2! Help her see that even if she can't :-)  
Help her to build her wish list, and guest list, give her words along with the samples to say to her friends

#### **4) Third Contact**

⇒ Two days prior to the spa be sure to contact the hostess a final time before her spa. Verify how many guests. If she has not heard from everyone, make sure she calls them that night. Relay any last minute items you may need (CD player, microwave, etc). Let her know what time you will be arriving. Go over any last minute questions. Having a spa atmosphere is critical for fun and relaxation! So think about all the things that could pull from a positive experience for her and help to eliminate them for the night.

#### **5) Now for the set up of the spa!**

⇒ Be there 30 minutes ahead, be organized and pulled together with your spa bags and your attire! Knowing that you have been in contact with your hostess frequently will give you the peace of mind that a successful spa can be yours :-)