



# SUCCESS SECRETS: GETTING GUESTS

## Making the most of your Mary Kay time OR Working Smarter not Harder

Did you know that more women decide to become Beauty Consultants at guest events and unit meetings? If you are attending these events without a guest, you are missing the boat! You could be building your team and your FUTURE at the same time as you are building yourself!

### Who do you bring?

Your hostesses, your customers, or anyone! Recrutable guests are best, i.e. they are at least 18 years old, are female (usually), and they have tried the skin care products (unless it is a event where we will be doing that). Better prospects would include: they are using the product, they like people, are not always in crisis mode, have financial stability, and are “hungry” for something more in life.

### How do you ask/invite them? Try some of these:

“You were my favorite hostess this week. I’d love to honor you (or show you off) at my Success Night this Tuesday.”

“I’d love to bring you to meet my Director and sister Consultants”

“You can see (or learn) more about Mary Kay at our Tuesday Night Success event. I’d love to have you as my guest.”

“I’d love to have you as my model at our Mary Kay event this Tuesday”

“I would love to give you that \_\_\_\_\_ for free if you’d be my guest this Tuesday at my Mary Kay Success Night.” (Give any product she is interested in, or offer her what she wants at half price if it’s expensive.)

### Secrets to get Guests there: (YES, there are two #1s!)

1. First Rule: ASK! Asking in person or over the phone is the most effective. If there is an invitation for the event, mail that to her along with a personal note AFTER she has committed to attending, otherwise, mail a postcard immediately confirming the event & sharing your enthusiasm for her attendance!
1. Number One Cardinal Rule: if you want them to show up--PICK them up! Insist on it! Tell her you offer “Chauffeur Service!”. If it is just too far, or not feasible, meet at a middle point (restaurant or mall) and go together in your car.
2. ENTHUSIASM! and persistence! Not this week? How about NEXT week?! Don’t give up!
3. Offer free or half price product as a gift. Bribery will get you everywhere.
4. Call your Director and let her know the names and numbers of your confirmed guests by noon the day before. That way the Director can COACH your guests to come! This works particularly well for model nights or big group events.
5. Let her know ahead of time how we dress so she won’t feel out of place.
6. Add 30 minutes to the end of the event and tell her THAT’S when it’s over, so she can stay to hear marketing if necessary, and is not rushing out to leave!

### What do I do with my guest when I get to the event?

1. Be prepared! Have your skin care or glamour samplers, mirrors, etc. ready beforehand. Bring recruiting literature, CDs, DVDs & agreements.
2. Find your Director immediately and introduce her to your guest like this: “Nancy, I am so excited to introduce you to \_\_\_\_\_, my best hostess, I’m so honored that she’s here with me tonight!” (or great customer or beautiful

model for tonight--whatever applies) Make the guest feel special by putting the focus on HER, not the Director. You may have used the line, "I'd love for you to meet my Director" to get her there, and of course, she will meet the Director, but remember to put the GUEST in the spotlight!

3. Make her feel special by offering to get her a drink or snack. Introduce her (the same way as above) to a sister Consultant before you leave to get her food, so she is not standing alone waiting for you.
4. Get a name tag (at the sign in table) for her so other people can use her name and make her feel welcome. Put her name on it and stick it on her!
5. Make sure she gets a guest sheet and have her fill it out--completely! GIVE it to your Director so that she can follow up with a thank you card and call the next day.
6. If you are asked to introduce her to the group, make sure you make her feel comfortable. Tell everyone how you know her or met her what qualities you see in her that led you to invite her: "She is one of my best customers/ hostesses" or "I thought she'd make a great model with her pretty eyes!" etc. AVOID putting pressure on about recruiting like: "I brought her because I want her to be on my team" or "she's here to check us out." Try not to mention recruiting at all--just PRAISE her for why you think she is special and let her know you are excited to have her here!
7. Encourage her to stay and listen to the marketing afterward, if offered (in a guest event situation). If it is not, your Director WILL do it if you bring the guest to her!
8. DON'T MISS THIS ONE: As you are leaving after the event, say "Let's go say goodbye to Nancy" FIND the Director and stand nearby if she is talking to someone, but do not interrupt. Know that it is the Director's #1 goal at the end of the meeting to connect with each of the recruitable guests, so she will see you and make a point to talk to you! Please be patient! When it is your turn, say, "Nancy, \_\_\_\_\_ & I are leaving and just wanted to say goodbye." By repeating the guest's name, the Director can address her warmly in case she's forgotten! Plus the Director can find out the guest's thoughts and feelings and offer to share more, if appropriate. THIS IS VERY IMPORTANT!

### **On the ride home:**

Ask her questions: "What did you enjoy most about tonight" or "Do you have any (more) questions about Mary Kay" or "What, if anything, would prevent you from giving it a try?" (if the Director has not already) Listen to her and try to respond honestly and briefly. OR, you can talk about how excited you are that she's (already) decided to join us! Paint the picture of BIG dreams and a BIG, exciting future!

### **WHAT CAN I DO IF I DON'T HAVE GUESTS OR MY INVITED GUESTS DON'T COME?**

Sometimes it's hard on our feelings when we were expecting a guest and she doesn't show (see Number One Cardinal Rule above). Please try to refrain from saying things like, "Well I DID invite, five guests but none of them came" It make us feel better to let everyone know that we DID do our job in inviting them, but a statement like that is not positive and it paints a picture to the other guests & new consultants that doing Mary Kay is hard: no one wants to come or finding people is difficult.

### **INSTEAD, or if you do not have a guest:**

Greet other Consultants guests WARMLY, welcome them and ask questions about them and what they do, if you have the opportunity. Know that the same will be done for YOUR guests next week! Let the Director talk to the guests first after the meeting/event. Resolve to get on the phone and find some guests of your own for next week!

**DON'T MISS each and every opportunity to work your business FULL CIRCLE! Bring guests and watch RESULTS happen!**