



Make it a Win/Win with Effective Host Coaching

Imagine building a business with one successful Spa Show after another - generating excitement AND a nice income as you enrich people's lives with products that work. How can you make that reality? One step makes all the difference and sets apart the very successful Consultants from the rest: HOST COACHING.

Host Coaching is the process of painting a clear vision for the Hostess of a successful Spa Show. It includes specific guidance on whom and how to invite, and the invaluable role she plays in setting the tone for the event. After the initial Host Coaching session, your Hostess will be clear as to what you expect her to do and what she can expect from you in return for a mutually beneficial Show.

Effective Host Coaching delivers the message that this is a business - albeit a fun and very rewarding one - and minimizes postponements and cancellations. It sends the message that you care about your Hostess, strengthens that relationship, and makes her want the success for you as much as you want it for her. It is truly a win/win.

Host Coaching - 1st contact:

This will usually happen right at the moment she agrees on a date, either at a Spa Show or over the phone. If it's scheduled by phone, you'll want to meet with her in person or drop the Hostess Packet in the mail asap. Include in the Packet the following:

- 2 catalogs
- Thank You for being my Hostess Pamphlet
- Just for You Hostess Envelope
- Spa Show Invitations
- 5 Outside Order Forms
- Customer and Hostess Special
- Opportunity Brochure

Effective communication throughout Host Coaching is key. That includes the tone you set, the words you use and the follow-up calls/emails/texts you send between the 1st contact and the Show date. During this 1st contact, you'll

- Set the time and date
- Review the Hostess Program Chart and help her set goals
- Help her build a Guest List - aiming for 25-30 people
- Encourage 3 invitations/reminders - phone call, e-vite and night-before text or call.
- Explain how to collect outside orders
- Plan the Spa Show details
- Invite her to think about joining your team

The key thing about this session is that she walks away feeling happy and excited about her upcoming Spa Show, and has a warm feeling about you. *This will ensure she starts enthusiastically talking it up right away!* In addition to the 1st contact, you'll make 2-4 follow-up contacts, including one immediate text message to say 'thank you' for scheduling the Show. The specifics of what to say/do on each contact are spelled out in your Spa Show Cue Cards.