



# HOST COACHING

Hostess coaching is an integral ingredient in the recipe for a successful party. In fact, it may be the single most important contributor to the success of your business.

The most important reason we coach our hosts is to keep them excited, engaged and informed. This builds trust and a strong partnership with your hostess, which typically leads to increased bookings and sales.

- Excited

When you meet your host at a party, they leave excited to share our amazing products with their friends. Studies show that the main motivation that people book a party with you is because they want to give their friends an enjoyable evening. So you want to make sure that you help keep that excitement alive by working with your host.

The first thing you will want to do is make sure she knows how to invite her friends to help increase her attendance.

You can create a half-sheet with some bullets on it to give to her to help her with her wording.

This might include things like:

- Let your friends know they'll get to experience and test some amazing products
- They'll learn about safe and healthy products for their family
- They will be able to take advantage of some great customer specials
- They will enjoy socializing and have a fun night being pampered with friends

You'll also want to make sure she understands our fabulous host rewards program so she can take full advantage of it.

- Engaged

It's important to keep your host engaged and committed to moving her party forward. Encourage her to post and create an event on Facebook, bring catalogs to work, collect outside orders and send out reminder texts.

Keep her in the loop and engaged with different things to do throughout the process. It's a good idea for yourself to have a check-list so you will remember who you've touched base with, at what points in time and what you talked about, so that no host falls through the cracks.

One of the ways you can do this is by giving her scripts to use with her friends for text messages. Most of the time, our hosts don't know what to say to their friends. They are afraid of being pushy or salesy. Instead, make it easy for her by giving her what to say and focusing on the fun her friends will have. This will take the pressure off of her and make the process more successful.

Here are some examples:

Text 1 – The Day After She’s Booked Her Spa and Wellness Party: Save the Date

“Hey Sarah! I just wanted to give you a heads up to save the date for November 27th on your calendar! I am hosting a Spa and Wellness party with Jordan Essentials at 1pm at my house. You are going to be able to try a variety of safe and healthy products for you and your family. You are going to love it!”

Text 2 – One Week Before the Party Date: Friendly Reminder

“Hey Sarah! Just wanted to remind you about my spa and wellness party next week! I can’t wait to see you. Why don’t you bring Jody along? The more the merrier. So looking forward to seeing you!”

(By having your host suggest another friend to invite will increase the attendance and sales at her party!)

Text 3 – The Day of the Spa and Wellness Party: Last Minute Reminder

“Hey Sarah! Just wanted to remind you about the party this afternoon! So looking forward to seeing you! You don’t want to miss out on these great products and a day of pampering! Let me know if you need directions to my house!”

- Informed

One of the biggest mistakes is that consultants schedule a party and then don’t reach out to their host until 2-3 days before. This is stressful for hosts because they feel uninformed and unsure about how they feel about the party. It is important to keep your host informed on all the details of the event – when you are going to arrive, the best place to set up, refreshments, etc.

By making your host feel important and showing respect, she will remain a good customer and a future host, and possibly a team member! She will also be more likely to refer you to others. So keeping her excited, engaged and informed will make for a successful party.



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## Hostess Sales Benefits

Total Show Sales	FREE Product Shopping Spree	Number of 1/2 price systems
\$150	\$15	
\$200	\$25	
\$300	\$35	
\$400	\$50	1
\$500	\$65	1
\$600	\$80	1
\$700	\$100	2
\$800	\$120	2
\$900	\$160	3
\$1,000	\$200	4

**PARTY OVER \$500 GETS MONTHLY SPECIAL FREE!!**  
(company sponsored)

### Plus FREE Products & FREE Shipping

The bigger your party, the more Hostess Credit you'll earn to spend on ANY item in the Catalog! Jordan Parties are fun and easy to host, and the rewards really pile up - start planning yours today!

## BOOK 1!

When one friend schedules a party from your party, get 50% off one item!  
(Company sponsored)

**1/2 PRICE ITEM!**

## BOOK 2!

When two friends schedule parties from your party and after they hold, qualify, and close, get an Everyday System in the fragrance of their choice!  
(Consultant sponsored: \$10 plus form to redeem)



**\$58 VALUE FREE!**

## BOOK 3!

When three friends schedule parties from your party and after they hold, qualify, and close, choose between a Herbal Blend Roll On Collection OR a Premier Body Care System!  
(Consultant sponsored: \$20 plus form to redeem)



**\$116 VALUE FREE!**



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Host Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Contact	To Do	When	Notes	Done!
1st	Review Hostess Packet	Day she sets a date	Review Hostess Packet and get her list started. Set Party Goals	
2nd	Sent 'Thank you for booking' note	Within 24 hours of setting date	EXTREMELY IMPORTANT STEP	
3rd	Call to confirm invitations happening	3-4 days after date has been set	Remind her to over-invite and to get pre-orders from those who can't attend	
4th	Call to encourage	One week before Spa and Wellness Party	Check in to see how things are going, mentioning the products she wants and the fun you'll have	
5th	Call for directions and get headcount	Day before Spa and Wellness Party	Get directions and reassure her it will be a great Party	
6th	Do the Spa and Wellness Party	On the original date!	Arrive 30 min early and talk to her about the idea of her becoming a Consultant. Learn about the guests.	
7th	Close the Spa and Wellness Party	2 days after the Spa and Wellness Party	Make sure to close within 2 days.	
8th	Send 'Thank you for a great Party' note	Day after you close the Spa and Wellness Party	Important for building the relationship!	
9th	Call to invite for interview and/or attend local meeting	7-10 days after product delivered	This is an ideal time to have her learn more about joining your team - she has just had a great JE experience!	