THE PERSON WHO IS BOOKING SELECTS A DATE THAT NIGHT! Remember, it’s not a booking until you have a date. Don’t waste your time trying to call later, if she is hesitant and wants to check her schedule say, “Let’s pick a tentative date right now and you can check your calendar when you get home. If you need to change it you can call me first thing tomorrow so you will still qualify for the bonus gift for selecting a date on my open date card.” I found that 9 out of 10 times the original date we agreed on was the date the Hostess was going to keep.

After each person has selected a date bring them aside and go through the entire contents of the Hostess Packet with them. Here is exactly what I would say. “Judy, I’m excited you are going to be having a party. Let’s go over everything in your packet. First, this is your guest list that you will need to fill out and return to me in three days so that I can mail your invitations out for you. Your Hostess will also be able to receive the credit for your booking when I have received your list. There is room for 24 names on each list and I have given you two. Try to fill out one complete list and use the other one if you need to. Please press hard as you are making three copies and the top copy will be the label that goes on the invitation.

You will have a place to write the phone numbers on this list so you can have a call list to call and remind everyone to come and bring a friend. Please keep your catalog with you all the time and if someone cannot come you can share the catalog and ask if they would like to order or book a party. There are order forms in the packet for you to use for these orders. Also, please take this Hostess Wish List and list all the items you would like to earn at your party and return the Wish List to me with your Guest List. I will figure out what you will need to do to earn all the items on your list. I have added some information about our company so you can browse through it. Have you ever thought of doing something like this? No, well, I think you’d be great! Read through the information and I can call you tomorrow at 3:00 or 5:00 and answer any questions. Which time would be best to call? Great, I’ll call you at 5:00. Here’s your packet and I look forward to helping you earn all the products you would like. Don’t forget to have your guest list to me in 3 days. Thanks.”

**Hostess Coaching Checklist**

 1. During a show I recognize the Hostess for the things he/she did to help his/her show be more successful. (Timely return of guests list, outside orders, booking before the night of the show).

2. When a guest at a show books his/her own show. I give him/her a Hostess Packet that night, and go through it completely with him/her to ensure him/her of a successful show.

3. When Hostess Coaching a Hostess I make sure they are aware how their credits from their show may be used .

4. When I discuss the Hostess Packet with a Hostess, I ask for the guest list to be returned to me in 3-4 days, and write that date on the guest list so she/he remembers. Or if she is sending the invites out to include me on the evite list or let me know the final # of invitees.

5. When I don't receive a guest list on the requested date I phone him/her or drop him/her a card to reminder them.

6. I include 2 guest list sheets in a Hostess Packet and discuss filling out both of them with the Hostess.

7. When I receive a guest list back with less than 20 names, I call the Hostess and discuss out strategy for attendance and sales.

8. I make sure a Hostess knows what his/her Hostess Incentives are.

9. I mail the appropriate monthly Hostess Flyer to each Hostess.

10. I include at least one of each current catalog and 10 order forms in each Hostess Packet for outside orders.

11. I include a Wish List form, and/or help the Hostess make a wish a list, so I can work with him/her on a goal for his/her show and help her know how to reach it.

12. When I am working with a Hostess before his/her Show, I encourage them and work with them to have at least 1 booking scheduled before the night of his/her show.

13. Three days before a show I call the Hostess and remind him/her to call his/her Guests to remind them and suggest they bring a friend.

14. The day before a show I call the Hostess to see how he/she is doing with outside orders and bookings, to get directions, see if he/she wants to see any particular pieces of product, find out approximately how many he/she is expecting, etc.

15. When working with a Hostess we set a goal for outside orders sales (minimum $100) and a goal for total show sales, as well as a booking goal.

16. When working with a Hostess I set the level of expectations to close the night of the show.

17. Prior to the show, I talk to the Hostess about or give them information on the business opportunity with Flutterby Frills.

18. At a show I allow time to speak to the Hostess about his/her hostess incentives, before guests arrive.

19. I ask every Hostess if he/she has ever considered doing what I do.

20. I ask for referrals both sponsoring and booking at a show.