

Hostess Plan

Set Hostess Goals:

1. Total Sales of party goal:

Add total of wish list items

Multiply times 5

Gives total party goal.

Example: Wish list total \$200 X 5 = \$1000

2. Outside Sales order goal:

Divide total sales goal by 2 gives outside order goal.

Example continued: \$1000 /2 = \$500

3. Attendance goal:

10 'yesses' to attend party

Because 'life happens' even with the best of intentions, if 10 people *say* they will be there, many times you only have 5 or 6. That is why the goal is for 10, so that there will be at least 5 or 6 present.

Earn a Hostess gift:

Have \$100 of outside orders and 4 guests present at party (18 years old or older without a consultant already serving them).

Because our goals are much higher, the hostess almost always earns a hostess gift.

Hostess gifts include items from InTouch or some item \$10 or less. Examples: quilted trio bag, cosmetic caddy, black bag w/flower charm, jewelry organizer, plastic flower arrangement (found on sale at times at Hobby Lobby or some other store)

I place 3 hostess gifts in center of table as decoration for hostess to choose from at time of party.

Earn Free Product: 20% of total sales in product

The hostess is told at *initial* coaching opportunity that 50% of sales will go to replace product to the store, 10% of sales will go to business expenses, and as my business partner I will split the remaining profit of 40% in half with them for their free product.

Hostess- a Business Partner:

As my business partner, my hostess has responsibilities that are explained at the *initial* coaching opportunity which includes going over the hostess checklist. Her part is to have outside orders and guests. Every person that she talks to that cannot attend nor help her with an outside order, she will ask them for permission for me to call them to follow-up with them. This creates a referral list.

My responsibilities as her consultant include being responsible for any future bookings, to serve all of her guests and referrals with utmost respect and prompt availability to product, and to be completely prepared and timely as her professional beauty consultant. I will call her every 2-3 days to check with her, help her, support her, encourage her, and give her further ideas in order for her to reach her goals because “we are in this together for a GREAT success!” I celebrate every possible win that she experiences all the way up to the day of the party. These calls enable *further coaching opportunities* with any issue that arises as well as builds our relationship.

MOST IMPORTANT THINGS ABOUT ANY HOSTESS PLAN

- A) KNOW IT INSIDE & OUT**
- B) KEEP IT CONSISTENT**
- C) MAKE IT EASY TO UNDERSTAND FOR THE
HOSTESS**
- D) IF YOU ARE DOING SOMETHING THAT REQUIRES
TRACKING, BE SURE TO HAVE A SYSTEM FOR THAT**