

## **Scripting for Hostess Coaching Webinar/Training:**

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### **Scheduling at a Party:**

"\_\_\_\_\_, you have so many items on your wish list. Let's schedule a party, get these items for free or a huge discount, and gather your friends for a Friends Night Out Party. Give me ten minutes before you leave and I'll give you the details. You and I will plan a fun experience for your friends."

"Susan, I want to express my appreciation to you for scheduling a party for me and \_\_\_\_\_ (tonight's hostess). I'm so excited to have YOU as one of my upcoming hostesses. Our goal is a fun night out with friends."

I want to be clear about how you receive the hostess gifts and bonuses, and how \_\_\_\_\_ (tonight's hostess) receives credit for your booking. All it's going to take is three basic steps."

"First, set your party date within 30 days of today. In a moment, we'll look at the dates that I have available."

"Second, I'm sending you home with a blank guest list. I have a great invitation to send to all your guests, and I have special gift for you when I receive your completed list of 15 names, addresses, email addresses, and postage within one week." (Share the gift with them.) "Begin by calling all your guests to invite them to a fun, relaxed Friends' Night Out Party. Ask them for their addresses so we can mail them an invitation with a ticket for a special drawing. If you'd like to invite more than the required 15, great! In fact, you're welcome to hand deliver some of your invitations, but earning the special gift still requires submitting a completed list of 15 names, addresses and postage."

Third, we'll set a time you and I can connect within this next week for a soda, cup of coffee or beverage of your choice. At that time, I'll collect your list and together we'll plan a fun experience with your friends. I'll register your party with Arbonne tomorrow. Then I have one week to pick up your list and you'll receive the specials being offered to new hostesses."

### **Choose your hostesses & say something like this:**

"Chris, I want you for a future hostess! What do I need to do to get you to schedule?" or "Is there something I can offer you that you can't refuse?"

"Girlfriend, we need to have a party! How do you feel about taking home a catalog and some information on hosting your own party? If you do decide to schedule a party, I can still give \_\_\_\_\_ the credit for the booking. And if you decide not to, thank you for considering it."

### **Confirming the Hostess Coaching Appointment:**

Two days prior to the appointment, extend a courtesy call to remind her of your appointment and the special gift she receives for bringing her completed invitation list.

"Hi, \_\_\_\_\_, this is \_\_\_\_\_. I'm looking forward to seeing you tomorrow at noon at Starbucks. I've had a busy week, and I'm ready for a fun lighthearted time with you we plan your party! I have lots of specials to share with you! Be sure to bring your completed invitation list and postage so I can give you your gift. If you have any questions, reach me on my cell phone \_\_\_\_\_. See you soon!"

### **If they want to reschedule:**

"Hi, \_\_\_\_\_, this is \_\_\_\_\_. I got your message and it sounds like you are having a challenging day."

" I can understand (reason for cancelling). I scheduled my other appointments around our appointment today, so I'm in your area most of the day. Could I connect with you for few minutes just to pick up your list and drop off your hostess packet? I registered your party last week and our deadline is tomorrow to qualify you for the special gift. Maybe we could meet in the lobby at your office for a few minutes."

### **Casual Conversation at the Person to Person Coaching Appointment:**

State her name and ask, " \_\_\_\_\_, how's your life going?" or

"Tell me about you."

- Married? Children?
- Do you work outside your home? Do you like your job? What do you think of my job?
- Why did you decide to have a party? What do you hope to earn free?
- What kind of experience do you want your party to be?
- What would make your party so enjoyable for your friends they would thank you?

### **Reassuring her of your intent:**

" \_\_\_\_\_, my goal is that your friends leave your party saying it was the most exciting home party they've ever attended whether we have 3 guests or 20. I'm committed to creating a fun experience with you and your friends."

### Teach her how to invite:

- ▣ " \_\_\_\_\_, I'd like to invite you to our Friends' Morning Out Party on \_\_\_\_\_ at my place. My theme is a Saturday European Brunch and I'm having strawberry Belgian waffles, special teas and coffees. My friend, consultant's name, is a representative for Arbonne. She's going to bring her products and we're going to enjoy a morning of laughs, pampering and have a great time. She's a lot of fun and really makes the experience enjoyable.
- ▣ By the way feel free to bring a friend—maybe someone you haven't spent time with for awhile. This will give you an opportunity to see your friend and hang out at my party."

### Outside Sales and Bookings:

If a hostess is motivated, one half of the party sales could be the result of outside orders! As a rule only 30-50% of the invited guests will actually attend. Here's a fun way to motivate hostesses to participate in sharing the catalog & samples prior to the party:

- ▣ " \_\_\_\_\_, about 30-50% of the guests you invite will actually attend. Whether we have three guests or twenty guests, we're going to have a great time, right?"
- ▣ "As you invite and remind your guests about your party, it's inevitable that you'll hear objections from some of them concerning the date. When it's clear that your guests cannot attend the party, invite them to look at a catalog. Simply share that you are working on earning a Hostess Gift (describe it to her). Then, at that point set up a time to connect with them and show your catalog, samples or testers."
- ▣ "The statistics show that if you ask 5 of your friends to book a party before yours, you will procure at least one outside booking. Will you ask 5 of your friends?"
- ▣ Remind her of what she earns for bookings.

### Give her an example of how to ask:

" \_\_\_\_\_, when you're checking in with your friends a couple of days prior to your party, you will probably have a guest or two who will express disappointment about not being able to attend. Just invite them to have their own party and share your reasons for hosting one. Tell them you're working on an outside booking and give them an idea what they will earn for hosting a party."

"Let's set a goal for what you want to earn. This is a formula that will ensure a successful party with a lot of free product for you! Before I share the formula with you, I want you to know that I am committed to your party whether two guests show

up or twenty guests show up. I sincerely appreciate your support and I know that (previous hostess) appreciates you too!"

### **Setting a Goal:**

"I have a question for you. Which would be more exciting \$100 for only \$20 or \$400 for only \$80?"

"\_\_\_\_\_, I want to reassure you that your friends will enjoy a good time with no pressure. It's just not how I work. In fact, I book lots of hostesses precisely because everyone has such a good time."

"Call all guests one or two days prior to your party. Everyone loves to feel special. Make it fun! As you call your guests, tell them they made your Top Ten List and that it would mean the world to you to have them at your party and you are looking forward to seeing them.

Focus on having 8 guests in attendance. Invite each guest to bring a friend. Ask, "Mary, don't you have a friend you'd like to spend the evening with, maybe someone you haven't thought of in awhile?" Then tell her to invite them to your party because it will give them a chance to catch up and you're guaranteeing a fun (theme name) and a good time.

Focus on the outside orders. As some of your guests express regret about having to pass up your fun Night Out, invite them to take a look at the catalog prior to your party. Schedule a time to take their order. This will make your party a success before it even begins.

Secure one outside booking. You know which of your friend love getting friends together. Those are the ones to invite to host their own party. Offer them (incentive) and remember to tell them what you earn if they schedule a party in the next 30 days."

### **Suggestions for Thank You Notes:**

*Bonnie,*

*Thank you for scheduling a party and supporting Lisa in receiving her booking gift. Your enthusiasm at Lisa's party was contagious. I'm looking forward to meeting you at Starbucks on Tuesday, Jan. 27<sup>th</sup> at noon to pick up your list and plan your party. Don't forget you receive (gift) for bringing your completed guest list with addresses and postage to our appointment. This is your special night out with your friends. I'm so happy to be a part of it. Let's have a fun party together!*

*All the best,*

### **Suggested Think About It Thank You Note:**

Hi, Chris!

Thank you for attending Lori's party. I thoroughly enjoyed your enthusiasm during the party. I'm excited you're considering having your own special night out with your friends.

I'll start your Party off with some exciting prizes and I'll still be able to give Lori credit for your booking as long as we schedule within 30 days.

I'll give you a call at the end of the week. I look forward to talking with you again.

All the best,

Phoebe