

“STRIVE FOR FIVE” PROGRAM

BY SENIOR SALES DIRECTOR ANN SHERMAN

Objective: To get five or more guests at each class for better booking and recruiting opportunities and to get your hostesses to be so loyal that they call you throughout the year and will stay with Mary Kay.

- Items needed:
1. Hostess Appreciation Card which is good for one year from the class date (Print-ready sheet enclosed but copy on pink card stock for best results)
 2. Hostess brochure
 3. Hostess gift (Your choice)
 4. Stack of small pieces of paper and "small gift bag" for drawing
 5. Selected wrapped gift for drawing (For example, one eye brow brush)

At the beginning of the “Strive for Five “class:

- a. Present Hostess gift.
- b. Present HOSTESS APPRECIATION CARD explaining that she is receiving the card because she has 5 guests present. You can read off the back what she will get.
- c. Show the guests the Hostess brochure and explain what the Hostess receives in addition to the HOSTESS APPRECIATION CARD to show the importance of their being there and purchasing.
- d. Explain that you will be telling them about our company and the # 1 most preferred skin care and color products and that you will be asking questions at various times about what you will be telling them.

During the class:

- a. Place the small pieces of paper in the center of the table.
- b. Stop periodically and ask all of the guests a question regarding information you have told them earlier. (You should think about possible questions ahead of time. Include questions about booking and what they receive when they book a class.)
- c. Each guest that knows the answer jots her name on a piece of paper which is put in the "small gift bag" in the center of the table.
- d. At the end of the class, one name is drawn for the Selected gift. The more attentive and the more questions a guest is able to answer, the greater chance she has to win.

The results:

You will have more attentive, pro-active classes.

You will get higher sales, more bookings and more recruiting leads.

Can you imagine the improvement in your business if every Hostess has five or more guests at every class?

Can you imagine the increased loyalty of a Hostess who is much more likely to be calling you throughout the year for her glamour products?