

1. PULL OUT YOUR PRE-DONE HOSTESS PACKET.

Hostess packet includes hostess letter and business card on a magnet. Find someone to assemble these for you ahead of time (be prepared).

2. COACH THE HOSTESS RIGHT AWAY.

You say, "I need just 2 more minutes of your time and then you can go chat with everyone. Are you ready? OK! This is the envelope you're going to go home with. I am writing down the date of your spa. Inside is your hostess letter and my business card magnet. Go home tonight and put this sheet on your fridge! Please read through it and call me right away to let me know you read it. When you do that, I'm going to set aside a free gift to bring to you at your spa!"

3. MAKE PLANS FOR INVITATIONS RIGHT AWAY.

You have two options with invitations.

Option 1: Give the hostess the invitations that night.

You say, "Here are your invitations. Please talk to your friends right away and give them this invitation when they have committed to coming to your spa as a reminder. I will also need a final guest count from you by _____ (3-4 days before their spa)." That way, they are not waiting until the last minute to contact their guests.

If you're having trouble with cancellations, go to Option 2.

Option 2: Do the invitations for the hostess. You say, "You're going to earn your second free gift when you let me know how you'd like to do your invitations. In the next couple of days, let me know if you'd like me to send you a packet of pre-done invitations or if you'd like me to mail the invitations directly."

4. GIVE THEM SOMETHING FOR HOLDING SPA ON THE ORIGINAL DATE.

Their fave product, something you bought on sale, or 50% off skin care.

5. MAKE HOSTESS CONTACT YOUR NO. 1 PRIORITY!

Have a hostess follow-up session at least twice a week to contact your hostesses for the next few weeks. Your contact session should flow according to 2 rules:

- A) Never let more than 10-14 days go by without contacting your hostess.** Good excuses to contact her are: getting directions, friendly reminder of date, need a headcount, need a CD player.
- B) If a new hostess has not contacted you within a week of booking, give her a deadline.** You call her and say, "Hi Suzie! Thanks so much for booking your spa for _____. I haven't heard from you yet and was getting a little concerned about your spa. If you do still plan on having it, I need to hear from you in the next 2 days. If I don't hear from you, I'm going to have to give the date to another hostess. I don't want to do it, so I hope I'll hear from you!"
- C) If a hostess does try to cancel or re-schedule,** offer her an extra \$25 in free products if she has 3-4 guests present (unless it was a bonus booking day - then she would be forfeiting that). Some are just unavoidable so plan to overbook your calendar, especially in the winter (sickness and bad roads).