



Belinda Ellsworth
—and STEP INTO SUCCESS

Host Coaching

Coaching Your Host is as Easy as 1, 2, 3

First Call or Email – 2 days after the show/party is booked

1. Thank them for list or remind them to mail it.
2. Ask if they have personally called to invite their guests.
3. Remind them to encourage guests to bring friends.
4. Ask how they are doing on their wish list. Encourage them to select at least \$100 from the catalog.
5. Remind them to ask for outside orders or advanced booking for those who can't come.
6. Who does they think will want to book a show?
7. Ask if they have had a chance to take a look at the recruiting literature.

Second Call or Email – 2-3 days after the invitations have been sent

1. Ask if they received their extra invitations in the mail (if LIVE party).
2. Ask how they are doing on outside orders and bookings.
3. Encourage them to have their outside orders ready when you arrive if not ordering off of your website.
4. Review their wish list – write it down!
5. Encourage them to give a reminder call/email/fb message to make sure they received their invite and they have marked the date on their calendar.
6. Ask them if they know anyone who would be interested in owning their own business (earning extra income, eliminating one monthly bill, or doing what you do). Encourage them to invite them. Has they ever considered this themselves?

Third Call or Email – 1-2 Days before the show/party

1. Ask for directions to their home.
2. Ask how many guests they are expecting. (Tell them you need to know how many catalogs and supplies to bring.)
3. Ask them to call/email/message their guests and remind them of their show/party, and encourage them to bring friends.
4. How many outside orders? What do they total? (Get them excited about receiving the items on their wish list!)
5. Remind them to keep their refreshments simple. Making snacks available before the show is fine; however, please refrain from taking people away from the shopping area until they've made their selections.
6. Let them know how excited you are to meet their friends and family. Be enthusiastic about what a great show it will be.
7. If they have shown interest, ask them if they've thought about making this their starter show.