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## Get Ready, Get Set ... GO! with Hostess COACHING



Hostesses are the key to a successful workshop—here's why:

- **HOSTESSES INVITE** their friends, family, and acquaintances to the workshop—without this you wouldn't have guests!
- **HOSTESSES' EXCITEMENT AND ENTHUSIASM ARE CONTAGIOUS.** And enthusiastic guests are more likely to make a purchase!
- Hostesses are most likely your **best customers.**

**HOSTESS COACHING** is the key ingredient to having a positive workshop experience for you and your hostess.

## Why Coach?

Working with your hostess before, during, and after the workshop helps you build a relationship with her. Coaching also shows her your professionalism and can lead to future bookings or recruiting.

Coaching means you openly communicate with her about her role and responsibilities as a hostess and explain the fabulous benefits she'll earn in the upcoming workshop.

*Let's talk about how to coach.*

## Communicate Expectations with Your Hostess

Tell her what to expect **from you**:

- A free catalog
- A workshop with a great demonstration
- Hostess benefits from Stampin' Up!
- Guidance prior to and follow up after the workshop
- A fun night of stamping!

Tell her that you'll **expect her to**:

- Invite guests.
- Follow up with guests.
- Share with guests how much she loves Stampin' Up! products.
- Keep things simple. (Elaborate refreshments and cleaning her house may be stressful to her.)
- Have fun!

## Take Time to Explain Hostess Benefits and Other Information

### Hostess Benefits

- Stampin' Up! provides **GENEROUS HOSTESS BENEFITS.** (If you choose to, you can also give your hostess an additional gift and the projects you make during her workshop. Doing this is your personal decision.)
- Show and explain the **BENEFITS CHART** in the front of the catalog.
  1. Ask her to create a **WISH LIST** of products she wants. She'll find this helpful when she places her own order and selects her hostess benefits later. Knowing which products she wants can inspire her to meet her goals. Teach her how increased sales means increased hostess benefits—which means she can get more on her wish list!
  2. Set a **SALES GOAL** for the workshop with your hostess. Both you and the hostess will get the maximum benefit from a \$400 workshop, so suggest that as a goal.

## Inviting Guests

- **ENCOURAGE HER** to invite twice as many guests as she anticipates will attend. (Ideally, she'll want 8–10, so she should invite around 20 people.)
- **HAVE HER USE** the 40 Guests in 4 Minutes worksheet.
- **HELP HER KNOW** what to say when she invites guests to her workshop. Help her to express to potential guests that the night will be fun, that they will get to stamp a project, and that they will get to purchase Stampin' Up! products with the help of a Stampin' Up! stamping expert.
- Two to three days before the workshop, **HAVE HER FOLLOW UP** with invited guests to see if they're planning on attending—including those who've confirmed and not confirmed. Give her a date when you'll contact her for a final count.
- **ASK HER** about the guests' stamping experience and interests. Plan your workshop with these in mind.
- **WORK WITH YOUR HOSTESS** to gather orders outside of the workshop from guests who can't attend.

## General Information

- **REVIEW THE CATALOG.** Depending on how familiar she is with it, you may need to talk about the products in more detail.

- **SHARE CURRENT PROMOTIONS AND THE MINI CATALOG** so she can share these with guests before, during, and after the workshop.
- **EXPLAIN THE ORDER PROCESS** so she'll know how to fill out the order form. She'll be able to help with collecting outside orders and at the workshop.
- Before, during, and after the workshop, **MAKE SURE TO ANSWER ANY OF HER QUESTIONS.**
- **TELL HER HOW SHE'LL RECEIVE THE ORDER AFTER THE WORKSHOP.** Will it come to her? Will you receive it and bring it to her? If she receives it, follow up to make sure everything arrived, and find out if she needs help sorting everything. ♡

## make it happen

- Begin coaching the hostesses who booked a workshop. Start coaching these new hostesses toward a successful workshop.
- If you don't have any bookings, work on scheduling at least two.

looking ahead: **ISSUE #6**  
Recruiting

## worksheet: HOSTESS COACHING

### before the workshop

Ask yourself these questions before you coach your hostess:

1. What current promotions are available during this workshop? List them and be certain to go over them with your hostess.
2. What is the sales goal for the workshop? \$ \_\_\_\_\_
3. List your hostess's attendance goal for the workshop.
4. Go through the catalog with your hostess and then create a hostess wish list. List her wish list items here.

### after the workshop

Go over the following items with your hostess and answer any other questions.

1. How did the workshop go?
2. What went well?
3. What could be better next time?