

HOST COACHING CHECKLIST

We call it host *coaching* because you are the *coach* for your host. What you put into it will determine a lot about the outcome. Plan to partner with your host. You both want a positive outcome. You will have a successful presentation and she/he will earn \$100 worth of product for \$20 for every \$250 sold at her event. Communication between you and your new host is the key to the success of your scheduled presentation.

Schedule a one on one time to connect: Schedule a time to get together with your host to discuss details and help them create their guest list. A face to face meeting with your host is ideal and is worth the time you will spend. By taking this step you will also build rapport and get to know your host better. By the time you get to the host's home, you want the host to feel comfortable with you and you with her/him. During this appointment you will be able to give your host tips for having a smooth, successful event. By assisting them with the creation of their guest list, you can discourage the host from pre-judging. Who wants to prepare their home and refreshments to have no one show up! You are their coach!

Step 1: - Schedule a time to meet to go over the checklist.

" ____ thank you for scheduling and hosting an Arbonne presentation. Now that you have experienced the product it will be easy for you to share your excitement about them with your friends and family. Having Swiss Skin Care Workshop is so much fun. It's educational, it's pampering and everyone will have the chance to get these high end products at a great price. As the host, you will be receiving amazing discounts on your favorite Arbonne products!"

" _____ I would love to schedule a time with you for the two of us to get together to go over your list and also to talk about all of the great benefits in store for you...just for getting some of your friends together! (Schedule to meet them for coffee or whatever is convenient for the both of you.)

Step 2: - **At the Meeting make sure you cover the following:**

Go over the contents of Host Packet: (see Consultant Resources - Presentations)

- **Host Rewards** - \$100 for \$20 for every \$250 sold at their event
- **Host Gift** - Sea Source gift with a minimum of \$250 sold at their event
- **Host Planner** - includes guest list and wish list - go over guest list and help them make their wish list
- **Catalogue and order Forms for outside orders** - outside orders count!!
- **Invitations** - Swiss Skin Care Workshop invites to send via mail and email. Make sure you give them a few extras to give out in person.
- **You will also want to include a Curiosity Packet (see Consultant Resources - Presentations) this is to peek their interest in the business or ask "who's coming that you think would be good at doing what I do?"**

Be Prepared for your Host Coaching Appointment:

Talk about specials - use the Host Rewards and explain the \$100 for \$20. *Let's look at the catalog and create your wish list. We are in business together for this workshop and I want to help you get as many things as possible on your wish list.*

Give them some special goals/gifts they can earn: *"If you get 5 outside order you will get (exp - a free Awaken Salt Scrub -one of our most popular products). If you get 2 parties booked you will get.. Example - \$75 worth of Arbonne Cosmetics when the parties hold.*

Give them a couple of catalogs and a few order forms for the outside orders. " ____ **This is for outside.** *"You know there will be people who won't be able to make it but will want to order to help make you workshop a success.*

Go over the Host Planner: *"I'm sure you have some friends and family in mind to invite already. Let's go over your guest list. I have this great little tool "Host Planner" it will help jog your memory of other people you might invite.*

Creating the Guest List/You can help create it by asking questions about who they are inviting: *" How do you know them? Relative? Friend? Work acquaintance? Etc. This will give you an idea of who they are inviting.*

You want to prepare them on what to say and how to handle a "no". *"Some people are going to say no or just not show up. Don't take it personally. Later they'll see your skin and wish they had attended. If they say no, you can say; "have you heard of Arbonne? You can only get these products through a consultant, is there anything that you would like to try or would it be okay if we get a 5 day trial/sample of the anti-aging line to you?"*

You will only say this if they say for sure that they are not going to come. Remember, I'm going to give you credit for outside orders. Make sure you get the name, number and address of those who would like to try a sample.

I'll be sending out your invitations (show them and give them a few invitations in case they run into a friend they would like to invite) so I will need your guest list by _____. If you want to have 6-8 people come then I'd invite at least 25.

What is helpful is if you call and invite them personally, let them know the invitation is coming via email and snail mail. Call and remind them two days before and confirm.

You will want to give your host the Curiosity Packet. " _____, this is for you. I'm not sure if you have given any thought to becoming one of our successful consultants yourself. **(pause - let them answer).** *This packet is filled with some great information and a 10 minute DVD that you should watch before we have your Workshop. You are planting the seed about the business. It may be for them or someone else who will be attending.*