

Steps to Successful Host Coaching

The fortune *is* in the follow up

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. You desire a positive outcome and chances are very good that they desire the same! Plan to partner with your host. Once you become competent in the area of host coaching you will experience fewer cancellations and more results! 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 visa versa. During this appointment you will be able to find out what they are thinking; who they plan on inviting; how they plan on inviting people and how many they would like in attendance. By assisting them with the creation of their guest list, you can discourage the host from pre-judging. It is much more effective than asking them to fill out a list and just give it to you. Keep in mind that your host does not want to fail. Who wants to prepare their home and refreshments to have no one show up! You are their coach!

Role Play - SETTING UP THE HOST COACHING APPOINTMENT:

Do one role play on the phone - sit back to back. The other Role Play do in person - face each other.

"Thank you for scheduling and hosting an Arbonne presentation. Now that you have experienced the Arbonne results-oriented products, it will be easy for you to share your excitement about these products with your friends and family. Having a get-together is so much fun. As a 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.)

Objection: *"Can't we do this by phone? I don't have time to get together."*

Response: *"We surely can. However, I love to get to know my hosts a bit better in advance. I am partnering with you for a successful presentation and I have found that this 15 minute appointment ends up being super beneficial to my hosts."*

Objection: *"I would rather do it by phone."*

Response: *"That's fine _____. What is a convenient time for us to chat without interruption?"*

Role Play - Go Over The Contents of the Host Packet:

"Thanks for getting together with me to discuss your upcoming get-together/presentation! I appreciate you taking time out of your schedule. Thanks again for being willing to get your friends and family

together. My goal is for us to get to know each other a little better and for me to help you with your guest list and...to answer any questions that you might have. I am your partner in this. I want this to be a success for you so you can receive as many benefits as possible."

Review the host benefits: Be clear on what they want and what they will receive. What is on their wish list? What they would like to strive for?

Have you ever hosted a workshop or get together before? What did you like best about it?
Our host's love the fact that everyone gets to try the products, it's fun and they get to earn rewards.

Let's go over your host packet together now:

Contents of Host Packet: (main item in the packet is the Host Planner)

- **Host Rewards**
 - **Wish List (Go through catalogue and choose some products you would like to get for the \$100/20's - wish list is on the host planner)**
 - **Catalogue and order Forms for outside orders**
 - **Invitations**
 - **Host Planner/Guest List**
 - **You will also want to include a Curiosity Packet -**
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- **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 _____. Go with the options that are on your host planner.*
 - **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.*
 - **Let Host Share: about the guests she is planning on inviting.....**
You can ask questions: "Did she come to your last get-together? What was the outcome? How did they feel about it? Was there anything they did or didn't like about the experience? What is their expectation? You can ask questions: Did she come to your last get-together? What was the outcome? How did they feel about it? Was there anything they did or didn't like about the experience? What is their expectation?"
 - **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. With that in mind, you can make suggestions as to how they might want to invite each of these guests.*
 - **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. 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.

Role Play - How to invite:

"_____, when you invite someone you want to be as enthusiastic as possible. I know how much you enjoyed your experience and the products you have ordered. A phone call is probably going to be more effective to do the initial inviting. By making a call, you can share your personal testimony about what you personally experienced. (Review their experience and keep it positive.)

Suggested script for your host: Talk to your host about what they feel comfortable saying. If they aren't comfortable, they won't say it. Offer suggestions and see what fits for their personality. Say, "Here is a suggested way to invite...."

"Mary...what are you doing on _____? Nothing? Great! I would for you to come to my house to experience some amazing Swiss skincare products that I got to try a few weeks ago. I loved them and I thought you might want to know about these products and try them too! It would be so much fun to have you join me and others."

Share objections: Prepare your host for no's and objections. Give them examples of words they can share when someone cannot attend.

"I am sorry you are busy _____. I really loved these products and I thought of you. Would you be open to getting together with _____ the Arbonne consultant to try these products and see for yourself how you like them?"

"I know you use another product _____. But, I did too! And I couldn't believe how they compared to what I was using. Just show up and see for yourself. There is no obligation!"

"I know you don't like the "party" thing. But, this is different. There is no pressure or obligation and it was very educational...and fun! I would just love for you to be my guest!"

Role Play

Manage expectations: Let your host know what you expect and what they can expect from you! This is your business and you will get what you expect.

- I don't want you worrying about anything. I'll arrive about 1/2 an hour before the guests arrive and I'll set up. A kitchen/dining room table or coffee table will be perfect.
- You can offer drinks when they arrive - (if you like you can bring some Arbonne Chews/Fizzy Drinks)
- My presentation will take about 45 minutes and then you can serve the snacks while they are shopping and I'm meeting with them individually.
- Keep the snacks simple - cake/coffee/tea or cheese/crackers/grapes. It's not about the food.

"I am looking forward to a great experience with you and your friends. I hope you are too! I want you to know in advance that I will show up and be there.. no matter what. I know that you will do your very best to invite people and get people to attend. Our goal is to have at least 6 people attend. You probably already know that things can come up for people at the last minute and there will be no-shows.

So, I encourage you to over-invite and not rule anyone out. As you invite, if someone absolutely cannot attend ...my suggestion is that you encourage them to host their own Arbonne presentation or perhaps you can let me know and I can schedule a one on one appointment with them for another time."

ROLE PLAY

Close with your host: Thank your host for getting together. Remind them that you will be there and that you believe that they will have a great turn out!

"Mary, if you invite someone and they absolutely cannot come and they are not interested in getting together at this time.....you can take an outside order and it will count towards your presentation. Don't offer to take their order unless you are absolutely certain that they cannot attend. If in doubt...wait until after the presentation because I will give you a few days to get orders if needed. I am really looking forward to your get-together! I know it is going to be fun and a great time for everyone!"

Here are my Last Quick Tips to Ensure Your Workshop/Get-Together is a Success:

- *Invite extra people because some will cancel at the last minute*
- *Get outside orders from those who can't attend*
- *Call to invite, send me your guest list by _____ and then call two days prior to remind them*
- *Be ready to share your product testimonial and have fun*
- *Keep the snacks light and serve them after my presentation*

ROLE PLAY

Offer The Income Opportunity:

"_____, I would like to ask you one last question. Have you ever thought about doing something like this? I'd love to share a little bit about the Arbonne Income Opportunity with you? It may or may not be a fit for you - or you may know someone who is looking for a way to earn extra money, or a new career or creating more flexibility in their life. I'm always looking for people who might be interested in partnering with me either to.....earn extra money or create the income of their dreams! I would love to share this with you or with anyone you think might be interested in learning more about the opportunities with Arbonne. As you invite people to attend, think about the people who might be interested in knowing more about the business...not just those interested in products. If you or anyone you know has any questions about Arbonne's income opportunity...please let me know and I'll bring information for them. I look forward to an awesome presentation with you and your friends!"

Follow up! Keep in touch with your host. Keep encouraging them. Ask them who is saying "yes" and how they know them so you will know a little bit about the yes guest. Keep building the rapport and stay in touch! If your host is getting lots of no's, you want to know about it in advance so you can coach them along. You want to be sure they are getting a positive response. If they aren't...you want to know it right away so you can coach them along on how they are inviting.

Complete Role Play on all of these:

- **Going over the host packet**
- **Steps to ensure a successful workshop/presentation**
- **Coach your host on how to invite**
- **Sharing the income opportunity with your host**