

# Hostess Apron Guide

Order your Apron:  
[www.success4me.net](http://www.success4me.net)

This is a tool. The HOSTESS Wears it during the party because "It's All About HER!". This is not a new type of class but it will help you at a Class or a Collection Preview to get more bookings, sales and interviews! It is a fun way to engage your audience and reward your Hostess. It can be worn by New consultants at their Grand Openings, too!

**“\$\$\$”:** For a minimum of \$300 in total sales. **\$10 value gift.** The reason that it is suggested to use the Custom Compact as the 1st gift presented is because it allows you to say *“Where do you think all of the other goodies to make our Hostess cute are? Yes, you guessed it...they are in the other pockets!”* *“So what do you say...let’s earn our hostess some gifts!”* *When our total sales today equal \$300 today, Our hostess will earn the gift in this pocket. But when our total sales...(see next pocket.) Give a raffle ticket for every \$10 they spend at the party today.*

**“Girls Just Wanna Have Fun”** For having a certain # of guests at her party or New Consultant Grand Opening. Example: **PCP Gift, The quarterly company hostess gift, empty custom compact (our favorite.)** Prizes for a new consultant at her GO could come from the Directors order sheet or Sect.2.

**\$\$\$\$\$\$:** For \$600+ in total sales. **\$20 value gift.** *“...But when our total sales equal \$600, Our hostess earns the gift in this pocket. Which pocket do you think has the better gift?”* (She does not earn both gifts). Be sure to add in outside orders, and see how close she is. Tell her what she needs to get to \$600. A few more outside orders may do it, keep show open if she needs/wants to.

## Suggestions!



**“KEEP THE PARTY GOING”:** Future Bookings. This pocket could represent multiple bookings not just one. Place an invitation sized (small) envelope(s) sealed with *“Congratulations you have earned \$10 in FREE MK!”* written on a card inside the envelope. On the outside of the envelope write:

**“Open at \_\_\_\_\_’s party on \_\_\_(date) !**  
**Place a mystery # of raffle tickets in the 2 pockets for the person(s) who book.**  
**Don’t reveal the # of tickets earned until time for the drawing. Have drawing at the end of the party for something valued around \$15**

**...And Going!:** Represents even MORE BOOKINGS! *The hostess is our best source for future bookings. These are her friends and she knows WHO to work on!* Suggestion...do NOT give out the product for the bookings until the shows have held. That’s why you use a sealed envelope for this pocket and index cards for the others. **She will receive \$10 in FREE MK for every party HELD.** **Tip: Have Hostess packets ready to give out to those who book!**

**OPPORTUNITY KNOCKS:** Sharing the Career Opportunity! You may want to have Career questionnaires handy for use with this pocket—enough for each guest. If the hostess gets each guest to fill them out, she gets what is on the index card inside! **\$10 value gift. These questionnaires give you an idea of who is interested! Get them to your director** and she can help you follow up with them!!! YES!

**...STILL KNOCKING:** Represents even more interviews! Who can you BOOK AN INTERVIEW WITH? Say *“Can you tell I like what I am doing? I’d love to share the facts about our opportunity with you. It might be for you it might not, but how will you know unless you hear? I would love to get together with you over coffee in the next couple of days. Not only will your hostess receive a gift when you agree to give me your opinion but I’ll have a little something for you when we meet ,too!”* **Hostess receives \$5 in FREE product for every interview HELD.** Have the **“Team Building” CDs and company brochures** handy for use with this pocket! ( Sect 2 / Team Building).

**BONUS :** This would be a pocket to represent what YOU NEED/WANT MOST in your business right now!  
 Example: **A Signed Beauty Consultant Agreement from the Hostess!** 25 Referrals of women you can call and book a facial with, provided by guests on the back of their profile card (including phone #'s) , etc. More bookings or interviews....Make it what YOU NEED! **\$15-25 value gift.**

The purpose of this tool is to improve the quality/productivity of our group selling appointments (SCC / Collection Previews) It is also designed to help a consultant remember in a **fun and easy** way to work **FULL Circle:** **Selling** the product, **Booking** future appts. and **Sharing** the career opportunity. The amount of product given away should be in line with company guidelines 10-15-20%. The Color 101 is the perfect choice because at \$110.50 it is around 20% of a \$600 party with 2 bookings.

**Suggestion:** Have the Hostess surprised, do not tell her what’s in the pockets, you can swap out later for products she would like to have using the same \$ amount you have selected! And if you do not want to select an actual item, you could just write a \$\$ amount on cards in each pocket.

**\*\*Remember\*\* Put the most EXPENSIVE things in the pockets that will BENEFIT YOU MOST!**  
**She wins! You win!**

**BE MY GUEST :** represents someone, *the hostess or any of her guests* attending to your Sales Meeting with you as a guest/model! **Tip: Print small index card size invitations with the details of your weekly event and put them in the pocket.** As an incentive for attending, offer her a **“Trip to your goodie basket”** the night of the meeting which could contain “classic” products, large lotion samples wrapped up cute etc.! No gift for the Hostess on this one unless she attends the meeting herself.