



Hostess Checklist

Party with a Purpose, Working Full Circle



Hostess Information

Name: _____
 Phone #: _____
 Email: _____
 Address: _____
 Date/time to get guest list: _____
 Guest list received in 48 hrs gift: _____
 Hostess credit details: _____

Party Information

Date: _____
 Time of Arrival: _____ Time of Party: _____
 Location: _____
 Specific Directions: _____

 Type of Party: _____
 Consultant Shadowing: _____

Before the Party

_____ Confirmation sent on _____
 _____ Guest list received
 _____ Listened to Hostess Hotline
 _____ Invitations sent by post card and/or email on _____
 _____ Sent party packet on _____
 _____ Reminder email sent on _____
 _____ Confirmed attendance # _____

Telephone Coaching

_____ Explained packet & credit
 _____ Encourage outside sales
 _____ Refreshments – simple - serve at end
 _____ Class area – table - all do facials together – promptness
 _____ Childcare arrangements

Guest List

(√ next to those coming, X next to those not coming)

Name	Address	Phone	Email	Pre-Profiled	Confirmed
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

After the Party

_____ Please fill out appt survey on unit website
 Click on 'Tell Ashley about your Appointment' at
 www.virnausvictors.com
 _____ Thank you card sent to hostess
 _____ Thank you postcard/email sent to guests
 _____ Followed-up with potential team members
 (within 24 to 48 hrs)
 _____ Filled out *Weekly Accomplishment Sheet*
 _____ Transferred referrals to phone log
 _____ Followed-up with Customers to check on
 products (within 2 to 5 days) * If you did not
 book a color consultation, party &/or career
 call from appt, you can use your follow-up call
 to do so.
 _____ Cleaned face cases & washed brushes
 _____ Added names to Customer List on MK
 InTouch - Filed cards
 _____ Restock inventory, samples & supplies

Evaluation

Any leaders at party? _____
 How many career chats? _____
 How many bookings? _____
 How many referrals? _____
 How much in sales? _____
 Total given to Hostess: _____

Pre-Profiling Questions

The purpose of pre-profiling is to establish a relationship with the guests, begin building rapport, insure the guests come, prepare guests for what to expect and to help you prepare.

Below are helpful questions to ask the guests before the appt takes place.

Name: _____ Age Range: Teens 20s 30s 40s 50s 60s+

- ◆ Have you ever used Mary Kay? Yes No Are you using it now? Yes No
If so, do you have a current Consultant? Yes No

◆ What are you currently using with to cleanse & moisturizer your face? _____

◆ Do you feel you have Dry, Normal, Combination or Oily skin? Dry Normal Combo Oily

◆ Do you feel your skin tone is Ivory, Beige or Bronze? Ivory Beige Bronze

◆ If I could help you with one concern or something you are experiencing with your skin, what would that be? _____

◆ Other notes: _____

Name: _____ Age Range: Teens 20s 30s 40s 50s 60s+

- ◆ Have you ever used Mary Kay? Yes No Are you using it now? Yes No
If so, do you have a current Consultant? Yes No

◆ What are you currently using with to cleanse & moisturizer your face? _____

◆ Do you feel you have Dry, Normal, Combination or Oily skin? Dry Normal Combo Oily

◆ Do you feel your skin tone is Ivory, Beige or Bronze? Ivory Beige Bronze

◆ If I could help you with one concern or something you are experiencing with your skin, what would that be? _____

◆ Other notes: _____

Name: _____ Age Range: Teens 20s 30s 40s 50s 60s+

- ◆ Have you ever used Mary Kay? Yes No Are you using it now? Yes No
If so, do you have a current Consultant? Yes No

◆ What are you currently using with to cleanse & moisturizer your face? _____

◆ Do you feel you have Dry, Normal, Combination or Oily skin? Dry Normal Combo Oily

◆ Do you feel your skin tone is Ivory, Beige or Bronze? Ivory Beige Bronze

◆ If I could help you with one concern or something you are experiencing with your skin, what would that be? _____

◆ Other notes: _____

Name: _____ Age Range: Teens 20s 30s 40s 50s 60s+

- ◆ Have you ever used Mary Kay? Yes No Are you using it now? Yes No
If so, do you have a current Consultant? Yes No

◆ What are you currently using with to cleanse & moisturizer your face? _____

◆ Do you feel you have Dry, Normal, Combination or Oily skin? Dry Normal Combo Oily

◆ Do you feel your skin tone is Ivory, Beige or Bronze? Ivory Beige Bronze

◆ If I could help you with one concern or something you are experiencing with your skin, what would that be? _____

◆ Other notes: _____