



# Host Coaching



# Effective Coaching Will ...

- Get the right people in attendance
  - Increase your sales
  - Reduce cancellations
  - Increase your bookings
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## Step 1: Give anyone who schedules an Arbonne Presentation a Host Folder:

- Send it home with them at that time, or pop it in the mail to them
  - Follow what your upline VP is doing as far as the contents
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## Step 2: Schedule a follow-up appointment

- Write date and time in your calendar and on the front of the Host folder
  - Make within 24 hours of scheduling the Presentation
  - Appointment should take less than 10 minutes
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## Step 3: Create a relationship and establish a partnership with your Host

- Get to know your Host's dreams, desires and discontents
  - Be genuinely interested in getting to know them
  - Be a good listener
  - Verify the date of the Presentation
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## Step 4: Help your Host focus on the results

- Go over their “Wish List”
  - Set the expectations for the evening
  - Be generous with your Host
  - Set a sales goal for the Presentation
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## Step 5: Make sure your Host has fallen in love with the Arbonne products

- Make sure your Host has used the products
  - Pre-sample the first two people to RSVP for the Presentation
  - If they bring the empty sample to the Presentation, they go into a drawing for a gift
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## Step 6: Teach the Host who to invite

- “40 Guests in 4 Minutes”
  - Over invite, only 1/3 of invitees will attend
  - With six or more new, adult guests in attendance, I gift the Host with the Awaken Sea Salt Scrub at their Presentation
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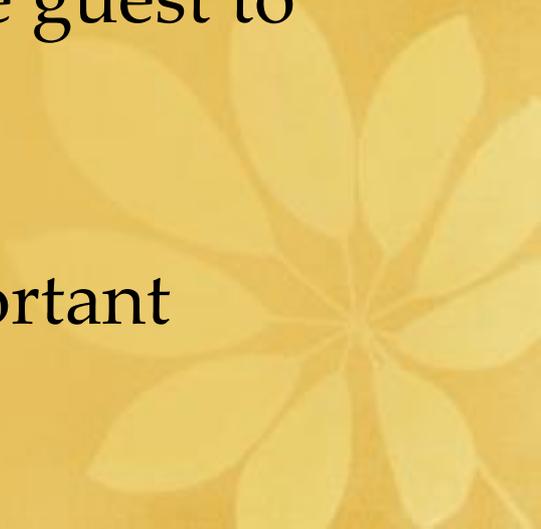


## Step 7: Teach the Host how to invite

- Get guest list from Host by a determined date
  - Ask the Host to call and invite each guest
  - Give the Host verbiage to invite guests
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## Step 8: Call guests the day before the Presentation

- This will greatly increase guest attendance
  - Quick, non-threatening call
  - This is your first interaction with the guest to build your relationship
  - Make each person you call feel important
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## Step 9: Send your Host a thank you card

- Handwritten thank you note to each person who schedules a Presentation with you
  - Send it the day you get the booking
  - This raises the commitment level on your Host's part
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## Step 10: Follow up with your Host 2–3 days before the Presentation

- Check progress with your Host
  - Share with them the RSVPs
  - Let them know you will be arriving half an hour early for the Presentation
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