

HOST COACHING – ARE YOU MAINTAINING FRIENDS *OR* CREATING FRENEMIES?

BY BARB GIRSON | WWW.MYSALESTACTICS.COM

I came across a post that made me wonder – what is critical to remember when you are Host Coaching?

We know parties run in cycles, and building a chain gives friends an opportunity to connect again and again. We strive to extend relationships by booking parties from parties. This is advantageous to customers who realize they see more that they want to purchase, or more than they can afford to purchase in one evening. On the other hand, we need to listen to how it feels to be on the perpetual invitation list and make sure we are maintaining friends and not creating frenemies.

Case in point. This article from [ABC News](#) reflects one point of view:

A Texas mom says she's invited to a Facebook group or selling party at an acquaintance's house nearly every week.

"I'm added to the Facebook group automatically, then you have to take yourself out, and then they add you back in," she said. The Texas mom shared, "I'm all for working moms, but there has to be a better way than alienating your friends and family," Smokler told ABC News.

Here are some tips to keep in mind as you coach your team:

1. TEACH YOUR HOSTS TO RESPECT INDIVIDUALS' PREFERENCES AND TO PICK UP SIGNALS OF DISINTEREST

It is plain disrespectful to keep adding someone back into a Facebook Event group who has taken themselves out. When your Hosts do this it reflects poorly on you and your home party plan business. Teach Hosts how to cast a wide net of whom to invite and to realize that not everyone will be available or willing to participate. The general rule of thumb is that 1/3 of the people invited will attend, 1/3 will ignore the invite, and 1/3 will place an outside order if asked.

2. GIVE YOUR REPEAT CHAINS TIME AND SPACE. THIS WILL VARY FROM GROUP TO GROUP

Some will want to attend the next party in two weeks and other may need a month or two to regroup. Be sensitive to the fact that you are not the only show in town. If your Hosts are the type that loves to hold parties, they may be saturating their friends too often. This creates a diminished party attendance at best and a bad rap for home parties at worst.

3. EXPAND YOUR CIRCLES

When coaching your Hosts (especially repeat Hosts), emphasize the importance of inviting new guests to each party. Encourage your Hosts to invite from different circles (alumni friends, work, relatives, church or synagogue), and include friends that don't know each other. This means that guests have the opportunity to meet new contacts and parties can become a coveted and casual networking hub.

It is estimated that each person [Host] knows 250 people on average. Inspire your Host to reach different circles to be included at the home party.

4. ADD A PERSONAL TOUCH

All home parties tend to blend. Differentiate yourself with service. Offer to make a quick call or text to personally invite guests to the party on your Host's behalf. The personal outreach gives you the opportunity to give a sentence or two about what special touches, tips, and education you bring to the party. Most direct sellers don't do this. Most people invited to a party are getting bombarded by mass email or evite messages plus Facebook blasts. When you take the time to make a personal connection you stand out.

5. BUILD YOUR BOOKINGS BEYOND YOUR WARM NETWORK

There is a better way than alienating your friends and family. When I started out in direct sales my friends and family did not offer much support – except to try and talk me out of doing it. They did not want to hold parties, or even attend. They wanted to protect me from disappointment in the name of love.

I learned early on that I was not in business until I branched away from my family and friends, my warm network. Since then there have been many direct sellers who have

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received tremendous support, sales, and recruits from their family and friends. This lends itself to a quick start and is the most logical way to launch the business. Yet at some point, they too learn how critical it is to branch out and develop new business in order to build a sustainable business.

As **Leila Williams said**, *“Technology will come and go, and modern marketing methods associated with it will come and go as well, but face to face selling will always be here, and it will always succeed. There’s always a place for the human touch.”*

When you add a human touch along with the tips above you will be maintaining your friends and not building frenemies. ♦

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HOST COACHING TO DO'S - TO MAKE FRIENDS

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- * **M&M's:** Use Multiple Methods for keeping in touch with your upcoming Hosts (text, mail, email, voice mail, Facebook events and posts etc.).
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- * **Focus:** Keep the focus on what your Host is doing for her guests not to them.
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- * **Text Savvy:** Do the heavy lifting for your Host. Supply her with 3 prepared texts so that she can copy and paste the text to her friends.
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- * **Snail Mail:** Set yourself apart and send out reminder post cards to your Host's guests via snail mail. Most Consultants don't use mail to reinforce the party date and build the party attendance.
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- * **Voice for Variety:** Use your voice (by talking face-to-face, calling or even leaving a voice mail) to encourage your Host to invite her friends.
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- * **Ask Questions:** Ask your Host, *“What are your reasons for hosting this party? What will make this party a success? What can I do to make this easier for you?”*

HOST COACHING DON'TS - TO MAKE FRENEMIES

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- * **Don't** overwhelm your Hosts with a long list of instructions to do for her party.
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- * **Don't** use the Host Rewards as a sword over your guest's head to create obligatory bookings. When you say, *“Book a Party and your Hosts gets this...”* This makes the current Host feel awkward.
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- * **Don't** have your Hosts post their party on Facebook alone, and then sit back expecting the guests to attend.
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- * **Don't** let your Hosts keep adding guests back to their Facebook event page after they have left the group.
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- * **Don't** book the party and fail to keep in touch with your upcoming Host.
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- * **Don't** tell your Host what to do. Engage them in the planning.

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