

# *The Business Debut Checklist*

*If recruiter is local to you, she may participate; otherwise, you can do this!!*

## Communicate With Your New Recruit:

### A. New Recruit Responsibility

1. Decide time, place, date for your debut.
2. Copy, address, and mail postcards to @ 50 people.
3. Confirm guests with follow-up with phone call using the script below.
4. Choose 2 week time frame to hold 5 practice classes and using highlighter, block 8 - 10 time slots (3 hours slots), Star time blocks most convenient to you.
5. Prepare light refreshments (delegate).
6. Have profile cards and sales tickets out (Product give-a-ways, optional - you choose).
7. Have Showcases and displays out.
8. Write hostesses SCC selection for appointment in your datebook (or have hostess write it in herself) at the end of debut during refreshments.

### B. Recruiter Responsibility

1. Coach her to **coach** the event.
2. Tell her agenda bit by bit.
3. Coach her for the close.
4. Red or Pink "Debut" ribbon for Showcase and scissors.
5. Travel Roll-up filled and extra displays.
6. Give-a-ways (optional).
7. Roll of double sided tickets.
8. Recruiting literature/agreements.
9. As you leave, explain how to coach her SCC. Refer her to Training Page of [www.pamelashaw.com](http://www.pamelashaw.com). Make sure she has observed your SCC.

## Business Debut Tips . . .

1. Start and Stop on time.
2. Be comfortable and make others feel comfortable. You are building rapport and relationships.
3. Promote Sales, Bookings, and Interviews.
4. Create interest with visual displays.
5. Overcome sales and recruiting objections during presentation.
6. Take personal 1 - 3 guests to event.

## Suggested Business Debut Agenda . . .

1. Satin Hands on each guest as they enter. Can demonstrate charcoal pencil and eye makeup remover on hand first.
2. Guests fill out Customer Profile and Sale Tickets with names and address.
3. Welcome: meet guests, names, how they know/met consultant, what they do, why they think the new consultant will be successful in MK. Stereotypes/knowledge of MK.
4. Open by explaining why new consultant has chosen MK and point out unique company features and philosophies. Show Video (optional).
5. Explain Travel Roll Up - 1 minute each. Show color, forecast Color Select Appointments. Tantalize with Body, Nails, Mens, Limited Edition, and Baskets!
6. Do brief "I-story".
7. Show new recruits first prizes - Pearls, PS pins. Explain how they can best support the new consultant.
8. Do ticket/question game. Complete give-a-ways.
9. Refreshments, Sales, Bookings!!!!

## II. Script for new recruit to confirm guests 3 days after invitations have been sent . . .

"Hi \_\_\_\_\_, I'm so excited, do you have a quick minute? I'm sure you received an invitation to my Business Debut by now and I sure hope you'll be able to take the time to drop by. I can't wait for you to meet \_\_\_\_\_. You'll love her, plus she's bringing lots of neat displays so you can see what is new in the cosmetic world. We won't be doing facials, but you will get a pampering Satin Hands Treatment! I've only invited an elite group, so I'm calling to see if I can count you in as it is by reservation only! Will you be coming alone or with a friend? Great! Thank you for being so reliable! I'll have light refreshments. I sure do appreciate you!!

## III. After the Debut

1. Send Thank You's to all who attended. Include Business Card.
2. Follow-up with everyone whether they purchased or not. Book appointment for Perfect/Power Start. (See script on Perfect/Power Start Challenge)