

# Stop Cancellations Now!

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(Note: For the sake of simplicity I use female pronouns for my hosts, but these work equally well for men.)

Never let a host feel unsuccessful. I am a partner with my host. It is **my party, her guests**. It is never fair to ever let your host feel embarrassed.

No one wants to be thought of as someone who doesn't keep her commitments. It is my job to do everything possible to assist my hosts to keep their original commitments. I must make it as easy as possible for her. The moment she feels that the party won't be successful is the moment she feels she can't keep the commitment. Once that happens it is almost certain that she won't.

Never give a host more responsibility than necessary. It sets her up for failure. I must take responsibility for getting the show date and for getting back in touch with the host. That is **my job**, not hers.

Wording for if a potential host says they would like to schedule a show but need to check with their friends before setting a date:

*[Name of prospect], the thing is, you can go talk to your friends, but I may not be available to work on the date you select. Look, the best thing for us is to pick a date that works for both of us. Then you go talk to the three key people you want to be at your Cooking Show and see if that date is good for them. I'll call you in a few days, and if it turns out that the date is not good for them, we'll select a new one.*

This works on several levels:

1. It puts you in control.
2. It helps you both to put a concrete date on the calendar.
3. It sounds easy.
4. It focuses on 3 people instead of 30. We both know that there is no date that works for all of her friends. Those 3 people are the key to getting us the success we want.

Make a real connection:

*[Name of host], the first thing I want to do is to thank you for hosting this show for me. Now I know you already know this, but it is through hosts like you that I expand my business. I just couldn't do it without people like you. So, I really, really want to thank you. And the best way I know how to thank you is to get you as many free products as I possibly can. In order for me to do that, I'll need you to follow these few coaching tips . . .*

Level with her about the invitation process. Don't just tell her how. Tell her why. This can help to prevent her fear that people won't come.

Attending isn't a real priority in anyone's life. People attend because they (1) have a free night and (2) want to attend. That's it. Because of this, people don't need 3-4 week's notice. Encourage her to continue to invite right up to the day of the show.

Tell her to invite people from every facet of her life. Part of the reason is that she's going to want her friends to host parties of their own so they can get the same benefits she'll get. If she invites, say, only people from work, when her friends walk in and look around they'll think, "Everyone I know is here." That's not true, but that's what they'll think. If they walk in and see both people they know and people they don't, they'll think of other people to invite.

**Think of your host as a true business partner. Every time you keep something from your host, you are limiting the success both of you could have.**