

## Build Booking Confidence

Rate your Booking Confidence 1 – 5 (with 5 being the highest) \_\_\_\_\_

Please answer the following questions:

- “WIIFM to fill my calendar?”
- “WHY would someone want to book with me?”  
Check off the areas you can influence:
  - They were **ASKED** to book.
  - They wanted to receive **FREE** or deeply discounted items.
  - They had **FUN** at the Party they attended as a Guest.
  - They found it of **VALUE** to make the time to be there.
  - They felt their **FRIENDS** would enjoy the products and the experience.
  - They want to show off a new home, etc.
  - They liked **YOU**.
- “What obstacles stand in the way of filling my calendar?”



When do you want to work?

- Decide how many times a week you can walk out the door to do a party.
- Block the days and times.
- Block pockets of time for Hostess Coaching and Customer Care
- Work when you are scheduled to work.

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							

## Who are your booking prospects?

Your goal is to expand your business into different “circles of influence.”



### Who do you know in any of these groups?

Relatives	_____	_____
Friends	_____	_____
Neighbors	_____	_____
Co-workers	_____	_____
<input type="checkbox"/> Past	_____	_____
<input type="checkbox"/> Present	_____	_____
<input type="checkbox"/> Spouse's	_____	_____
Health Club	_____	_____
Sports	_____	_____
Civic Activities	_____	_____
People from:	_____	_____
<input type="checkbox"/> Church	_____	_____
<input type="checkbox"/> School	_____	_____
<input type="checkbox"/> Children's friends	_____	_____
<input type="checkbox"/> Holiday Card List	_____	_____
Business Contacts:	_____	_____
<input type="checkbox"/> Banker	_____	_____
<input type="checkbox"/> Hair	_____	_____
<input type="checkbox"/> Nails	_____	_____
<input type="checkbox"/> Accountant	_____	_____
<input type="checkbox"/> Dentist's office	_____	_____
<input type="checkbox"/> Doctor's office	_____	_____
<input type="checkbox"/> Post office	_____	_____
<input type="checkbox"/> Grocery store	_____	_____
<input type="checkbox"/> Chamber of Commerce	_____	_____

Prioritize the list – A – B – C



## What to say...

"Hi Jan. This is \_\_\_\_\_ with [name of your company.] Do you have a couple of minutes?"  
**Always begin by qualifying the time of the person you call. Then explain why you are calling. Here are some sample scenarios:**

"I'm introducing my business in your area and I'd really appreciate your help. I'm booking [insert timeframe.] I do several types of parties like 'girls night out' parties, daytime parties for moms who are home with kids and parties Sunday afternoon after church. Which of those would work best for you?"

**If the person says, "No," ask, "No, like never or this just isn't a good time?" If it's not a good time, find out when you should follow up. If the answer is "Never," ask for referrals.**

"Does anyone come to mind who \_\_\_\_\_ . I'd be happy to give you a gift for referring me."

### To a Referral

"Jane gave me your name. Did she mention I'd be calling?"

### For a Promised Booking

"I'm calling you as I promised I would..."



### The day after the event (DATE calls)

"Is there anything about being a Hostess or a Consultant that you didn't have a chance to ask me?"

### To individuals who placed an outside order:

"I'm sorry you couldn't make it to \_\_\_\_\_'s Show. I wanted to thank you for your order and let you know about \_\_\_\_\_."

### To individuals on your follow-up log:

"It is an exciting time because of \_\_\_\_\_, (i.e. the release of the new catalog) and I decided to pick my five favorite Hostesses from the past and give them the first opportunity to host a show with the new products! I am doing 'Girls night out' shows in the evening, daytime shows for stay-at-home moms and Sunday afternoon 'escape football season' shows. Which would work better for you?"

"I met you at \_\_\_\_\_ party and we talked about doing a show together after you got through \_\_\_\_\_, so I'm following up. (Continue with above choices.)"

When people say, "Call me \_\_\_\_\_, (i.e. in the fall,)" you can say: "This may seem like a ploy to get you to commit, but because of \_\_\_\_\_, my calendar is getting crazy. I wanted to be able to save a date for YOU! (Continue with choices.)"

To anyone who keeps coming to mind, "I've been thinking about you! This is a great time to have your show because \_\_\_\_\_." Continue with a choice of date and time.

\* For an additional hour of suggestions on telephone verbiage, listen to the "Ring Up" Rewards CD.

**A word about feeling “pushy”**

Some consultants are very uncomfortable with picking up the phone to make contacts. Any successful Direct Sales Consultant can tell you just how IMPORTANT these calls are. To avoid feeling like a telemarketer, remember these two simple tips:

1. **Qualify the time of the person you are calling.** This means simply asking if it is a good time to talk. A telemarketer doesn't care if it's a good time! The simple act of asking the question helps to set you apart in their mind because they know you respect their time. If they say “No,” ask them when you should call back!!! Many times you will hear, “*Call me back in 10 minutes.*” Just because they're busy at that moment doesn't mean you need to wait a day or a week to call back.

2. **Ask them when they'd like you to follow up with them.** If they are not sure, you can suggest a timeframe. If you have permission to call them again, you're hardly acting like a telemarketer and you know they will be receptive when you call back. If they say they'll call you, tell them that's fine. Then let them know that you know how busy people get and you'd like their permission to touch base with them if you don't hear from them. Most people are perfectly fine with that!

**21-Day Prospecting Success Challenge**

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
DAY 15	DAY 16	DAY 17	DAY 18	DAY 19	DAY 20	DAY 21
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

Keep track of your contacts. Make at least five contacts each day. If you get behind, make more contacts the following day until you get caught up.

This is a fantastic opportunity to fine-tune your listening skills and build your business. **After 21 days, you will become an excellent prospector, earn significant income and find lots of people who need your services.**

## Booking Bonanza

Bookings are everywhere! Learn to **recognize** opportunity and **be ready!**

### Book on the Go!

Practice starting a conversation at:

- ✓ The Post Office:
- ✓ The Bank
- ✓ The Office Supply Store
- ✓ The Library
- ✓ The Grocery Store
- ✓ The Doctor's Office
- ✓ A Restaurant
- ✓ Your High School Reunion
- ✓ A Chamber of Commerce Meeting
- ✓ A Fair or Festival

### Be Prepared!

- ✓ Get contact information
- ✓ Have information ready

### Follow Up Promptly

What does the person think if you don't follow up?

## Make the Most of Every Show

- **Greet the guests** as they arrive and LISTEN!
- **Tell your story.**
- Offer your **three services**:
  - 1.
  - 2.
  - 3.
- Make the Party **interactive**. The more value you add, the more the guests will feel  
\_\_\_\_\_.
- Give **multiple uses** for your products. Every additional use you give for a product  
\_\_\_\_\_.
- Use **visuals**. Not everyone is \_\_\_\_\_. What visuals do you display at your Parties?  
\_\_\_\_\_.
- **Maximize your sales**. What do you do to increase your per/customer order?  
\_\_\_\_\_.
- **Always ask everyone!**
- **Coach future Hostesses** and set a specific time to follow up. If it's busy, you can say,  
\_\_\_\_\_.
- Invite Hostesses to join your **\$1000 Club!** Competitive Hostesses will \_\_\_\_\_.
- Staple **“YES” coupons** in your catalogs. Say, “I’m going to be asking each of you if you’d like to set a date, but if you just can’t wait and you’d like to get an extra gift, give me the “YES” coupon before I ask you.”
- **Address concerns, hesitations and objections** to booking:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Plant “Booking Seeds”

“**Booking Seeds**” are comments and suggestions you make during your presentation to suggest the benefits of hosting a Party. Below are a few examples:

- “This would be a great item to get at half price.”
- “Many of my customers have a Party to get this as one of their free items.”
- “You can receive this entire grouping (arrangement, collection) for free with X average orders.”
- “If you love this, you will want to take a look at my Open Dates tonight since it’s a limited-time offer.”
- “Can you imagine owning this?” “How would you like to get it for free?”
- “It’s easy to get \_\_\_\_\_. All you need to do is choose a date that works for us both and get me a guest list.”
- If you like one or two things, buy them. If you like **a lot of things**, have a party and get them **free**. If you like **everything**, ask me about **doing what I do!**”

What else can you add?

## Booking “Green Flags”

“Green Flags” are interest hints. They indicate that the person waving the green flag might be interested in booking a party. Listen and watch for green flags and learn how to respond!

Here are a few examples:

- “How many guests do you have to have?”  
Response:
- “I love everything!”  
Response:
- “I’m a little over-extended right now.”  
Response:
- “My husband would kill me if I have another party.”  
Response:
- Someone who hangs around your display table.  
Response:
- Someone who inspects every product very carefully.  
Response:
- Someone who has a lot of fun!  
Response:

What else can you add?

## Coach for Success

Excellent Hostess Coaching is your best insurance for parties that hold and yeild lots of bookings! Coaching **before and after** the party makes every show productive and profitable!

### Ensure Success Before the Show!

- ☐ The guest list:
  
- ☐ The invitation process:
  
- ☐ Outside orders:
  
- ☐ Pre-bookings:
  
- ☐ Recruit prospects:

### Don't let postponements and cancellations plague you!

### There is Always More...

More bookings, more sales, more referrals, more recruit leads. Continue your service with great follow up.

- ☐ D.A.T.E. Time
  
- ☐ Customer Care

## Verbiage for Reminder Calls

This message works equally well if the possible guest answers the phone or if you get voice mail. *"Hi! This is Lyn. You don't know me yet, but I'm going to be the Consultant at \_\_\_\_\_'s party tomorrow night. I'm really looking forward to meeting you. I don't know if \_\_\_\_\_ mentioned that you are welcome to bring a friend she didn't invite. (You can offer a gift to the person bringing a guest.) We'll be starting at 7:03. I'm looking forward to meeting you!"*



## D.A.T.E. Time

No matter how great the party was, there are always more sales, booking and recruit leads waiting for your call. Schedule 15-20 minutes the **Day After The Event** for fabulous follow up!

- To your Host:** Thank her and let her know she can still decide to join your team!
- To Guests:** Make it a priority to call everyone...
  - **Who took Business Information:** *"From what you know so far, \_\_\_\_\_."*
  - **Who booked a party:** *"I want to thank you for booking and double-check the date."*
  - **Who live where you would like to build your business:** *"I'm introducing my business in your area and I'd appreciate your help. Does anyone come to mind who \_\_\_\_\_ . I'd be happy to give you a gift for referring me."*
  - **That you didn't get to talk to as much as you'd like:** *"Is there anything about being a Host or a Consultant that you didn't have a chance to ask me?"*
  - **Who placed an order:** *"I'm just calling to thank you for your order. You helped our Host \_\_\_\_\_ and helped me \_\_\_\_\_. We both appreciate it! If you'd ever like to \_\_\_\_\_, please give me a call!"*
  - **Who placed an outside order:** *"I'm sorry you couldn't make it to \_\_\_\_\_'s party. I wanted to thank you for your order and let you know about \_\_\_\_\_"*  
*Was there anything that you liked that you didn't purchase?"*

## Other Great Times for Customer Care

It's always a great time to let a customer know that you appreciate their business. Be sure to schedule these calls:

### When the Products Have Been Delivered

*"I'm doing my 'out of the box" calls. I wanted to know \_\_\_\_\_."*



### To Alert People to Customer and Hostess Specials

*"I'm doing my regular Customer Care Calls. I have a note to call you when ..."*

### When You Have News to Share

*"I know you love \_\_\_\_\_ and I wanted to be sure to share with you..."*

## PARTNERSHIP CHECKLIST

Is your Hostess Coaching the best it can be? With 5 being the highest, rate yourself 1-5 on every aspect of the process.

- \_\_\_ I use the *Open Dates* sheet to set the date.
- \_\_\_ I coach my Hostess as soon as I schedule her party.
- \_\_\_ I explain the Hostess benefits.
- \_\_\_ I encourage my Hostess to make a BIG "Wish List."
- \_\_\_ I help my Hostess brainstorm her Guest List.
- \_\_\_ I'm very clear about when I need her Guest List back.
- \_\_\_ I set expectations for high sales, multiple booking and recruit leads.
- \_\_\_ I invite my Hostess to join my team.
- \_\_\_ I contact my Hostess within 24 hours to thank her for booking, confirm her date and remind her to personally invite her guests and ask, "*Can you come?*"
- \_\_\_ I get the names of everyone who responded, "*Yes*" or "*Maybe*."
- \_\_\_ I contact my Hostess at least 3 times before her party.
- \_\_\_ I do the reminder calls myself and let the prospective guests know I'm looking forward to meeting them. I encourage them to bring a friend who was not invited by the Hostess.
- \_\_\_ I send a thank you note to my Hostess after the party to express my appreciation.
- \_\_\_ I invite her once again to join my team.
- \_\_\_ I schedule D.A.T.E. Time (Day After The Event Time) after the party to increase sales and booking for my Hostess.
- \_\_\_ I follow up with a call to my Hostess to be sure her products have been delivered.

**"You and your Hostess are partners in success.  
Every shortcut you take shortcuts your success."**

**YES !**

I would like to get a few friends together  
and earn lots of rewards!

Name:

Address:

Daytime Phone:

Evening Phone:

E-mail:

Wish list:

**YES !**

I would like to get a few friends together and  
earn lots of rewards!

Name:

Address:

Daytime Phone:

Evening Phone:

E-mail:

Wish list:

**YES !**

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E-mail:

Wish list:

