

Booking System at Shows

#1 Know Your Hostess

- A. Know what two Hostess Exclusives and what third booking gift your hostess wants and what she is going to do with them.
- B. Does she want to be an average hostess of \$350 or an above average hostess of \$500 or an awesome hostess of \$1000?
- C. Show her how our products can help her to make moments and memories with her family.
- D. Know about the hostesses life to help her build her attendance and who will be her bookings. (Example: work, social, kids)
- E. Utilize the information you have gathered from your hostess to help keep her excited and to build a relationship with her.

#2 Relationship Building At The Show

- A. Do an understanding Talk with the hostess when you arrive to re-excite her about what she wants. Go over with her how the show will work such as when the refreshments will be served, that checks will be paid to her and when you will start.
- B. Meet and Greet- Take a moment to meet all the guests and their importance to the hostess. Start building a relationship with the guests so you have lifetime clients.
- C. Use name tags to help everyone feel comfortable.
- D. Reference to the hostesses wish list while you are talking to the guests.
- E. Pick out three quests you want to book so you can help your hostess.

#3 Presentation

- A. Start by welcoming the guests, thanking the hostess, and saying what items she is working for. Tell how she will use them and that they can help her to get them.
- B. Have a grouping that lets the guests see the benefit of having a party. Such as \$500 in sales and three bookings.
- C. Explain the hostess program and how exciting it is to book a party on a bonus date and to help the hostess.
- D. Guests must feel as if they are a part of the party, use easy ideas and audience participation.
- E. Build the desire for the hostess special and for booking on a special date.

#4 Words and Action

- A. Words and your actions are important so make sure to listen, smile and nod.
- B. Booking seeds are the key to future bookings. Use around 20.
- C. Keep a time frame for the show. Don't talk too long on the presentation so you have ample one on one time.
- D. Ask everyone to have a party because it's part of your job. Your hostess has hired you to get her the third booking gift.
- E. Validation is so important! Make sure to thank them for coming, their order, and their importance to the hostess. Listen to their words.

#5 The Close

- A. Have date cards ready and know what you are offering for them to date.
- B. Over come objections to help the guests see that booking a party will benefit her and the hostess.
- C. Use yellow slips for information to book a show, or a catalog show, or be put on a call back list.
- D. Have hostess packets and hostess coach the new bookings.
- E. Close with the current hostess on how she can still increase her party with outside orders, additional bookings and invite her to attend the next meeting.