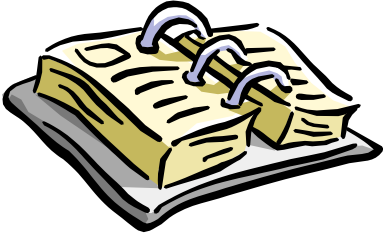


# Advanced Training



## Notes

*Getting Bookings is a process of steps you put together*

### **Bookings start with strong Hostess coaching**

Hostess coaching is creating the desire for the items the Hostess wants for free or very little cost. This is important so your Hostess will work hard to have a successful show. The wish list is a tool for you to help create the desire. **The words you say are important!** For example if you say “fill this out and return it.” Chances are she will not, but if you start with two Hostess exclusives and a booking gift that she likes you have started her on her wish list then follow up with what product line she is interested in most. Is it Fantasia, Nouveau, Orchard Medly, Princess Heritage etc., or just a list of odd items put together. Learn how to do five second commercials on all Hostess Exclusives and booking gifts. **Listen to your Hostess.** Help her build her wish list first, then help her build her guest list. Now that you know what she wants and she knows you are excited for her she will be willing to listen to you as your guiding her. **Never ask a Hostess to do something with out telling her why it will benefit her.**

Now for the steps you and the Hostess will follow.

- 1) Good Hostess coaching
  - Create the desire (5 second commercials)
  - 2 Hostess Exclusives
  - Booking Gift
  - Wish List (Know what she wants)
  - Guest List Returned
  - Invitations mailed out
  - 5 Phone Calls
  - Before show 3 outside orders and 1 pre-show booking

### **Booking Parties at Parties**

First it starts when you arrive at your Hostesses home. She needs to feel you are there for her, not you. Go over her wish list and tell her you will work very hard for her and reassure her that her guests will have a great time. Get her outside orders and information on her pre-show booking. Go through with her who she thinks is coming and who she thinks could be a booking for her, and then follow with the understanding talk.

- 2) Meet and Greet
  - This is a very special time for you to learn who the guests are and their relationship with the Hostess. Give everyone a name tag and a job for the

evening. This makes everyone feel special. **You will want to pick who you would like to book and who your recruit lead is.**

3) Opening talk is important.

- This is where you set the tone of the party. First that you want all of them to have a good time. Second is to help the Hostess get the items she wants and third is that P.H. is a great opportunity. **Make sure at this time to thank the Hostess.**

4) Your groupings – Do two groupings, one large and one small.

- Your groupings should be about a scenario such as breakfast with your kids, a few friends over or maybe a romantic dinner. You will want to put in about 20 booking and 20 recruiting seeds while always focusing on your Hostess tonight, and that the guests too could be a Hostess. People book parties for various reasons; to socialize, show off their house, recognition from their friends, to feel needed, to have a reason to cook or clean house, and then finally for merchandise. Free merchandise is not always the first reason people book, so remember to make your booking seeds about other reasons as well as free merchandise.
- With your two groupings you should have easy ideas on decorating, gift giving, entertaining and an easy recipe. The more involvement you have the easier it is to book those having fun.
- Yellow slips are important. They are the information sheet you need to guide your conversation you will have with that person either now or later on the phone.

5) Order taking

- **Order taking is a process.** You should have all your yellow slips and you should go through each one as they order so you can use the information to date a party from that guest.

6) Re Hostess Coaching

- Always reassure her where she is at and show her how easy it is to move her show forward. Go through who booked and who needs a little encouragement from her to book. Use her guest list to show her where her outside orders and more bookings will come from.

7) Close the Party

- Thank her and recognize her for how great of a job she did. Tell her that you will put her on your call back list in 6 months to make sure all her bookings have held and she has received her third booking gift and to see if she would like to re-date a show. Tell her the names of who you will be following up with on her behalf to get her the booking gift. Also invite her to look at the Princess House opportunity.

8) Phone List

- You should have one for each month of the year and also put your Hostesses on 6 months later as well as those guests who said to call them later. Start building your booking and recruiting leads on a call backlist. Then make sure to follow up.