

One Good Booking

I went to my party the other night determined to get my Hostess, Mary, the cake plate she so desired. As I set up my display she told me of the cake plate her grandmother had had and how she would sit in her kitchen patiently waiting for her to lift off the top of the cake plate and cut her a piece of cake. She would stare at that cake for what seemed like hours. She was only 6 at the time but can no remember it like it was just yesterday. Her grandmother was a very special person to her. Each time she and her grandmother ate cake the grandmother would tell her a story. It did not matter what story or what kind of cake, it was just the fact that seeing a cake in the cake plate meant time with her grandmother. As she grew her grandmother made less cakes but Mary stopped off at the local grocery store and purchased the prettiest cake to take to her grandmother. The cake still meant time and stories.

As my Hostess sat there telling me this story I could see the importance of the cake plate to her, but only did I realize the true importance when a little 6 year old came around the corner and said “Hi grandma. It this the cake plate?”

I know at that moment that I would work to get her the cake plate. I dropped my booking seeds and asked every guest to have a party. I ended up getting three dated parties for my Hostess to get her cake plate and to take my “one good booking” and make it “three good bookings”.

Remember your job is to help teach moments and memories.

Work for your Hostess (*she has hired you*).

Know what she **wants** and **why!!!**