

# PURE ROMANCE

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## 100 THINGS YOU CAN DO TO FIND MORE BOOKINGS

### Tips On How You Can Book A Party

1. Fill out a Top 50 List (located on the Consultant Online Office) to identify people you know. Include everyone's name you can think of, and don't prejudge who may or may not hold a party. Even include individuals you haven't spoken to in a while. If it has been a while since you've done this, update your list since you're always meeting new people.
2. Use your Top 50 List to make booking calls. Begin with close friends and family, and continue down your list until you've contacted everyone.
3. Pass out at least five personalised business cards every day. (You can order personalised business cards by visiting the Consultant Online Office.)
4. Make booking calls every day. The telephone is your best friend; use it. Make at least five calls per day for bookings and recruits. Do this faithfully, and you may have a full schedule in no time.
5. When making booking calls, always ask if the individual knows of anyone who may be interested in booking a party. Referrals will provide new booking opportunities. You can do this without seeming too pushy, for example: "Do you know anyone who is getting married that would like to host a party for their hen night?"
6. If you are new and have a hard time picking up the phone to make booking calls, get together with another Pure Romance Consultant and make calls together. The extra support will help you overcome your nervousness. You can even make it a game: whoever books the most parties within your allotted time wins. Prize or no prize ... it's a great way to overcome your fear of rejection and book more parties.
7. Leave paperwork wherever you go. Just make sure you use the proper paperwork for each setting. Sometimes a more discreet item like a business card is best. Always get permission from a store or restaurant manager if you are leaving information behind.
8. Send a catalogue to friends, family members or a co-worker who has moved.
9. Send information to individuals you know who sell for another party plan company. Although you can't combine parties, you can always use and offer referrals!
10. Leave your business card in the ladies' restroom, with the tip at a restaurant, etc. Always get permission from a store or restaurant manager if you are leaving information behind.
11. Place your business card in giveaway boxes. You never know who is going to look at them, and it may lead to a booking or two.
12. Post your business card in your employee lunchroom (when appropriate).
13. Include your business card with local bill payments.
14. Give your business card to the doctor's or dentist's receptionist. Better yet, give them a few and have them pass them out when they see fit!
15. Leave your business cards on bulletin boards or in local businesses with their permission.
16. Give your business cards to your hairdresser or nail technician and ask them to give them to their other customers who may be interested.
17. Suddenly Single parties are always fun. If you know someone who is celebrating their recent freedom, offer to host a special girls' night party for them!
18. If you are one to give baked goods to neighbours for the holidays, include your business card and a special offer to those who want to host a party!
19. Don't be shy talking about your products or business. Share it with everyone that you come in contact with so you can find bookings outside of your parties.
20. Use the Pure Romance Media Center to send out monthly news letters to your customer database.
21. Always look professional when you leave your home. You never know when you will meet your next Hostess or new team member.

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22. Go shopping for bookings. When you are running errands or shopping, make it a point to talk about your business. For example, when shopping in a clothing store and a saleswoman asks if you are looking for something in particular, respond, "Yes. I'm looking for something I can wear to my parties." Naturally she will follow up with more questions, and quickly you will be introducing her to your Pure Romance business without being pushy. You can turn almost any "regular" conversation into a conversation about Pure Romance with a little creativity.
23. Hold an open house to acquaint neighbours and your community with your Pure Romance business. Send invitations to friends, neighbours, family and acquaintances.
24. Host your own party. This could even be a fundraiser for your favorite charity (e.g., the Patty Brisben Foundation).
25. Participate in a women's show, bridal expo, or local business fair. (You must receive permission from the Corporate Office before committing to an event.)
26. Advertise in your alumni newsletter. People are always willing to help old friends with a new business.
27. Participate in a fundraiser to help you meet new people. While you will not be actively promoting your Pure Romance business, you will be able to meet new contacts.
28. Join a local business organisation to help build your list of contacts. Organisations will vary based on your area. The local Chamber of Commerce is a good place to start and often caters to small business owners. You can also look for organisations exclusively for women in business.
29. Send a monthly newsletter to past Hostesses and guests. Promote your booking specials and Hostess incentives.
30. If you know a realtor well, offer to provide her with a free gift for each referral she supplies.
31. Get a list from a welcome wagon or other organisation that welcomes new members of the community. When people are new to a neighbourhood, they may be looking for a Consultant or for a way to meet new people (or even a new job in your area).
32. Have your husband or significant other promote your business with friends and co-workers. Give him business cards to pass out.
33. Suggest hosting a party for Valentine's Day shopping.
34. Offer a Valentine's Day shopping service for men. They can shop for items directly with you or by placing an order via your personal website.
35. Create Valentine's Day sets to help promote parties for gift purchasing. You can offer a discount when a customer purchases the set or collection. You can determine the discount, as it will vary depending on your Buying Discount Level. For example:  
**Collection #1:** Waterproof Power Bullet, Ex-T-Cee, Just Like Me  
**Collection #2:** Tickled Pink, Tickle His Pickle, Great Head Variety Pack, Whipped and Come Clean  
**Collection #3:** Jelly Tool Belt, Whipped, Ex-T-Cee  
**Collection #4:** Erotic Massage Book, Super Deluxe Mitten, Serenity, Phillip
36. Offer a Wish List registry to your guests and then provide their husbands or significant others with the selections.
37. Wear a Pure Romance name badge.
38. Bring at least five Hostess Packets with you to each party. Be sure your paperwork is in good condition, in colour and includes your contact information. You should also have a supply of Hostess Packets with you or in your car at all times. That way, when you meet a potential Hostess, you can give her the information right away and save on postage.
39. Drop booking seeds during your presentation by mentioning Hostess credits, free gifts and other benefits that your Hostess will be earning. Discuss these benefits at least three times during your party demonstration.
40. Talk in terms that will be understood by potential Hostesses. Instead of only saying that Hostesses receive 10% of the party subtotal in free product,

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add an example so it is clear. For example, "Most of my Hostesses receive at least \$50 in free products." Remember, most individuals have never held a party, and therefore, they have no way of knowing what the average sales may be.

41. When booking a party, provide the first two available dates within two to three weeks. Use an Open Date Card or index card to list your next available dates for party bookings. Most people will select between the two, which will allow you to work when you want.
42. Ask past Hostesses at parties to talk about how much fun their party was and how much they received for free.
43. Tell guests at the end of your demonstration that if you fail to offer them the chance to book their own party, you will give them a free gift. This will help you get into the habit of asking everyone to book a party.
44. Keep a "Maybe Later" list and follow up with these individuals occasionally. When guests explain that can't hold a party right now because they are moving, going on vacation, or are busy, ask: "Would you be interested in going on my Maybe Later list? This means I will call you when I have a date to fill and I will offer you a free gift if you can take that date. Of course, you can always say no if the time isn't right, and I will only call you three times." Call her approximately a week after the party. It is common for her not to book at this time, but it will help her remember that she agreed to be put on your "Maybe Later" list. If she says no call her a second and third time. If she still says no, after your third call, thank her and explain that you will remove her from the list. Often she will ask you to call her one more time, or she may give you a specific month to call. It is easier to call individuals who have given you permission to call.
45. Play a booking game at your parties.

## PICK OR PASS GAME

Decorate a basket in the theme that matches the current season (Christmas, Valentine's Day, fall, spring, etc.). In each basket place 12 nicely wrapped boxes. Inside each of the boxes include a note that reads "Receive A Gift or "Book a Party and Receive a Gift."

To begin the game, explain:

"Tonight we are going to play a little game to help \_\_\_\_\_ [Hostess] earn more free product. Inside the basket that \_\_\_\_\_ [Hostess] is holding are 12 boxes. The boxes all contain a note; some of them say, 'Receive a Gift,' and some say, 'Book a Party and Receive a Gift.' \_\_\_\_\_ [Hostess] will bring the basket around to you and you may pick a box or you may pass. If you pick, remember you need to do what the note in the box says. If it says 'Receive a Gift', you will receive a gift when you place an order this evening, and you may book your own party this evening if you wish. If your note says 'Book a Party and Receive A Gift,' you are the lucky one!

You'll receive a special gift when your party takes place and have the opportunity to earn lots of free items with your Hostess Credits. We will select your party date in the Ordering Room.

If you are dead set against holding a party, please just pass because we are here to have fun!" Have the Hostess go around the room and ask her guests to select a box. This usually works best when the Hostess is holding the basket because the guests will not feel like you are pressuring them.

## ENVELOPE BOOKING GAME

For this game you will need at least 12 brightly coloured envelopes. Each envelope should have a note inside that reads says, "Receive a Gift" or "Book a Party and Receive a Gift." Pass one envelope to each guest at the beginning of your demonstration and ask them to please not open the envelope. You will also need three or four Hostess Packets to award as "Mystery Gift" and three to four "Gift Baskets" or "Gift Sets" that are attractively wrapped.

After your demonstration say, "You each received an envelope at the beginning of the demonstration. In each envelope there is a note that says, 'Receive a Gift' or 'Book a Party and Receive a Gift.' The envelopes that I'm holding all say, 'Book a party and receive a gift and select a Mystery Hostess Gift Basket [or Set],' which I will bring to you the night of your party, as long as you select a date that is on my Open Date Card. When I come to you, you may keep your envelope and do what it says, you may

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- pass it back, OR you may trade up for one of my Mystery Hostess Gift envelopes.”
46. When demonstrating high-value items, mention that many Hostesses like to purchase these with their Hostess credits.
  47. Mention how much your average Hostess gets in free product.
  48. At the beginning of your party mention that the Hostess will receive free Hostess credit based on each guest's purchase. You can keep it light by saying, “For having the party today, \_\_\_\_\_ [Hostess] will be receiving a percentage of the total sales of the party in free product of her choice—anything that she would like.”
  49. Share upcoming specials and Hostess incentives at parties and during phone calls.
  50. Encourage Hostesses to rebook a party each time new products are introduced. You may want to offer an incentive to encourage Hostesses to rebook within three to six months.
  51. Offer Hostesses a gift or incentive for each booking they have. Award the gift when the booked parties take place.
  52. Treat your Hostess special during her party. Others will want that same treatment and may book a party with you so they can feel like “queen for a day.”
  53. Treat past or future Hostesses to a special Hostess appreciation tea or happy hour. You can hold drawings to award a gift basket for attending. You can also use a “Mystery Hostess” approach and award Hostess credits based on the sale of items during the event to the winner of the drawing. This helps Hostesses replenish their supply of lotions and lubricants, while treating them to something special.
  54. Start an email address book of customers who want to know what the monthly specials are. Don't forget to mention the Hostess specials. Customers can check a box on their order form to indicate when they are interested in being added to your mailing list.
  55. Offer a gift to guests to encourage them to refer potential Hostesses to you.
  56. Promote bachelorette parties. Be on the lookout for individuals who mention an upcoming wedding at your parties.
  57. Follow up on every booking lead. One of the biggest mistakes is letting these hot leads slip away by failing to follow up!
  58. Ask “yes” questions when in the Ordering Room: “Did you enjoy yourself tonight?” “Did you see a lot of items you like?” “Wouldn't you love to be able to earn your favourite items for free?” Asking “yes” questions paves the way for her to say “yes” to booking a party. When she answers “yes” to the last question respond with, “Great! I have Tuesday the 14<sup>th</sup> or Thursday the 16<sup>th</sup> open, which night works best for you?”
  59. When you are working with the Hostess to select her free items, ask her if there was anyone who couldn't make it to the party that may want to book her own. Then follow up with the invited guest the next day.
  60. When calling a guest who couldn't attend the party, you can say, “Hi \_\_\_\_\_ [invited guest], my name is \_\_\_\_\_ and I'm a friend of \_\_\_\_\_ [Hostess' name]. I did her party last night and she told me that your daughter had a recital and you couldn't make it. \_\_\_\_\_ [Hostess' name] told me you were disappointed that you couldn't attend and are fun and outgoing. Is that true?” She will likely say, “Yes” so continue with: “That's why I'm calling you. Even though you couldn't make it last night I wanted to offer you the chance to earn free items for yourself. I have Tuesday the 20<sup>th</sup> or Thursday the 22<sup>nd</sup> available, which night is best for you?” Notice again, that you are not asking, “Do you want to book a party.”
  61. Read sales, self improvement, and positive attitude books.
  62. Handle objections professionally. Know that sometimes when a person responds with a no, it is because she needs a little more information. She may be afraid she doesn't know enough people to invite, doesn't have enough space in her home for a party, her friends may not be interested in the product, etc. Listen carefully to what the potential Hostess says, and do what you can to ease her concerns.

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63. Set goals and review them constantly by posting them where you can see them. Review your progress on a weekly basis so you can make additional booking calls to increase your results.
64. Use Hostess Rewards Brochures to promote the incentives your Hostess can earn. These brochures are available under Business Supplies when you place your Consultant order.
65. When you need additional bookings, you may find it helpful to offer a Hostess an extra gift or extra discount when she finds bookings before her party takes place. Set a goal for her by asking her to strive to have two bookings before you arrive at her party.
66. Ask for help when you are working to win a contest or incentive. Often people are eager to respond when they know they are helping someone out.
67. Make follow-up phone calls to particularly interested guests or guests who made large purchases. Thank them and while on the phone, tell them about the Hostess specials you are running for the month.
68. Smile when talking on the phone. Your enthusiasm and positive attitude will be contagious.
69. Be prepared to answer questions about Pure Romance. Practice your 30-second commercial so you can effectively talk about your Pure Romance business.
70. Call potential Hostesses who postponed or never booked.
71. Offer an extra bonus for Hostesses who book on certain days or during a month you need extra parties.
72. Provide excellent customer service and give extra time to customers in the ordering room so they will be happy with their purchases they will be repeat Hostesses and potential Consultants. Word-of-mouth recommendations will help you build your business.
73. Be professional and polished. Potential Hostesses want to book with a Consultant who looks and acts like a professional. Remember, she is inviting you into her home to meet her friends. Be sure you are projecting an image of someone that she would want to spend time with. This includes your dress, speech and attitude.
74. Be sure the products shown on your demo table are in good condition as well. Again, potential Hostesses will want to book with a professional, and your demos and support materials are an extension of this.
75. Carry a note pad to jot down names as you think of them or as you meet new people. It is not enough to just give out business cards. You need to follow up.
76. Let guests keep a catalogue (which should have your contact information on it) and encourage them to pass it along to a friend. If a friend books a party, that guest receives a discount on her next order.
77. Always include your business card with each order a customer places. You may also want to add a small label that includes your contact information on jars and bottles. That way, when a customer is running low, she can contact you for additional product. When a customer calls, always invite her to book a party.
78. Never book a party too far in advance or outside of a two- to three-week window. If the party is scheduled for more than three weeks away, the potential Hostess will have time to rethink, get talked out of it, or change her mind. It is best to hold the party when the Hostess' enthusiasm is the highest. Remember, the parties you hold today will bring you the bookings for tomorrow.
79. Be creative with party times. For some Hostesses, scheduling the party to occur right after work may be more convenient for her guests. For others, a late afternoon party on the weekend may be desirable.
80. Book two or three parties on the weekends. Many successful Consultants will book multiple parties on Saturdays and Sundays to maximize their commissions.
81. Let your Hostess know that the date she selected for her party is just for her. Too many people think of our jobs as just fun hobbies. Let her know that if she has to reschedule, you must know as far in advance as possible. If a cancellation or postponement occurs, it is likely that you will not be able to find anyone else to hold a party on short notice.
82. Coach your Hostess well. Know that you are helping her when you suggest ways to plan a successful party. Help ease her concerns about having a party



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- by giving her tips on how many people to invite, finding outside orders and bookings, increasing attendance, etc. She will feel confident that her party will be a success, and tell her friends.
83. Encourage the Hostess to send invitations to everyone she invites to the party, and then follow up with a phone call to remind them.
  84. Don't let people push you into working on days you don't want to, in areas you don't want to, and with people you don't want to. Just be sure you haven't set too many limits for yourself. If it is overly difficult for people to book parties with you because of these restrictions, you will lose business.
  85. Offer a gift with purchase to encourage higher orders. This will help your current Hostess and encourage others to book when they learn how much she received for holding the party.
  86. You may want to do a drawing to encourage orders and more bookings at the party. Explain to guests that you will do a drawing from all the order forms once all orders have been taken. You can award the winner an additional percentage off her next order. If the individual decides to book a party that evening, you can offer her an even higher discount.
  87. The following is a twist on the traditional catalogue party. If you have a potential Hostess that you know well or have worked with in the past who cannot commit to hosting an in-home party, offer her the opportunity to have a Pure Romance "basket party"! Get a large basket and place inside a selection of items that have been wrapped in cellophane and have a small price tag on it. Give the Hostess the basket with order forms. Tell her that she will receive Hostess credit based on the sales of the items. (This is a great way to sell inventory of items that you need to move.) You can also get creative with what you include in each cellophane package. You can create sets to boost your sales (e.g., toy, lubricant, and Come Clean).
  88. At your party, tell guests that when they give you a list of their friends that might want to purchase Pure Romance products or book a party, you will offer them 10% of those referrals' sales to use towards their future order! This is a great way to expand your contact list.
  89. Create a birthday list for your customers and send cards each year with a special birthday discount from you as well as a special offer to host a birthday party. It is a nice way to remind customers about your business, while sending your best wishes.
  90. Need a little extra motivation? You can partner with your downline or sister Consultants and enter a friendly competition. Whoever books and holds the most parties during the next month will win. This can work with a larger group or just a couple of Consultants. Be creative with the prize. The winning team can be treated to pizza served by the other Consultants, or each Consultant can donate a product towards the prize.
  91. If you are struggling to find bookings, talk to your Sponsor or upline. Even if you feel as though you're doing everything you can, another Consultant can point out areas that you may need to focus on.
  92. Take out a small ad in your daily newspaper or weekly alternative newspaper. Offer a special for hosting a party (for example, Host a Party and Receive a Free Gift) and give a deadline to redeem. This will make people act quickly if they are interested. Always have your ad approved by the corporate office before sending it to the paper.
  93. Have a friend or family member that lives out of town? Schedule a trip to visit her, and when you are there host a party for her and her friends!
  94. Use themes to give you customers another reason to host a party with you. Hen Nights, Mom-to-Be, Spring Break for Moms, Mother's Day are all great party themes.
  95. Offer holiday and/or Valentine's Day specials to all Hostesses and customers to boost sales and book additional holiday parties.
  96. Meet with local bar owners and ask if you can participate in their Ladies' Nights. Offer a gift basket raffle each night and generate leads from these entries. Don't forget to follow up on these leads.
  97. Start a Pure Romance Rewards Program. Allow Hostesses and customers to earn points for party referrals, booking parties, orders, etc. Points earned go towards a free gift that can be redeemed at the end of the year.

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98. Read your catalogue in the doctor's office while waiting. When someone asks what you are looking at, tell them that you just started this new business and you are studying the information!
99. Listen! So many people always complain about nothing to do on the weekends—this is your IN! Tell them you would be happy to provide an evening of fun and laughs!
100. Don't be afraid to ask, ask, ask! Remember, you are not putting anyone out. You are offering an unbelievable service: The chance for them to host an entertaining party where guests can learn about, and experience, the hottest romance products available on the market. That's a party most women would love to hold!