

## How Do I Get Bookings?

### List the Reasons Why Now is the Best Time to Book A Party

Make a list of the benefits to your Hostesses. What makes now a great time to do business with Pure Romance? What makes this an ideal season to host a party? Be timely and service-minded when you talk to potential Hostesses.

Every season provides a wealth of reasons why NOW is a great time. Don't make the mistake of focusing on the reasons why now is a hard time to book a party. No matter what the calendar says, you can come up with positive reasons and negative reasons (for example, vacations, back to school activities, gas prices, endless news stories about the state of the economy, etc.).

### Schedule 2 Evenings and 1 Sunday to Make Phone Calls

Identify blocks of uninterrupted time during which you will make calls. Make a commitment to yourself to get your business going.

### Make 100 Phone Calls

There's no secret here. Success is related to your willingness to put your business out there to reach the desired result. The time you spend working on other things, is time you're not spending making calls!

- **Call 100 past customers or contacts.** Ask if they'd like to learn about what's new and exciting with Pure Romance. Invite them to share the fun with their friends by holding a party.

What's the worst that can happen? Some will say no.

What's the best that can happen? A few will say yes!

- **Call past Hostesses and Invite Them to Rebook.** Your past Hostesses may be waiting to be invited! Ask when they'd like to schedule another party.
- **Participate In a Networking or Exposure Event.** Hosting a booth is an easy way to meet a number of new people quickly. Concentrate on bookings instead of product sales. Look for networking events with your Chamber of Commerce, women's organizations, or other groups where you can meet a lot of people. Don't worry that your business is not the same as others. Your goal is to expose as many people as possible to Pure Romance.
- **Beware of Email.** Email is convenient, but doesn't allow the personal connection you need in most situations. So if you are relying *only* on email you may not be doing enough. Your voice and personal contact will go much further toward building strong Hostess relationships.

- **Look for Booking Opportunities Everywhere.** Supplement your booking calls with introducing your business to people you meet everywhere. The bank, Post Office, waitresses, receptionists, etc. We recently learned of a Consultant who booked and then subsequently recruited both people she saw at the Post Office on a regular basis.

Let's recap. Commit to these strategies to find more bookings:

- **Establish a booking goal.** Set a goal each month and stick with it until you have filled your calendar.
- **Review Your Number of Bookings Weekly.** Don't wait until the end of the month to access if you've reached your goal. If you need more bookings, make more calls to fill in the gaps of your schedule.
- **Make time for Phone Calls.** Don't allow distractions to divert you from your business.
- **Actively Invite People to Book.** Relying on email or notations on an Order Form is a passive approach to get booking parties. Take a more active approach and personally invite each guest to book a party to gain the benefits of becoming a Hostess.
- **Ask for Rebookings.** Invite each Hostess to book a future party. Many Hostesses will do so and sometimes will set another date with you in just a few months. Even sooner if they have a special event that is approaching.
- **Work Consistently.** When you do at least one party a week, you get a rhythm that keeps your business growing.

It takes time to reap the benefits of planting booking seeds. Meaning that sometimes you will make many calls before you begin seeing results. Hang in there. The booking seeds you plant will begin to grow with time.

When you are in business for yourself, there's nothing like the pride of successfully facing a challenge head on. Bookings can change the direction of your business and keep you store open.

### **Quit Asking and Start Offering**

Are you giving or taking when you invite others to book a party? You've set your goal for the number of bookings you would like to hold per week. You make calls to some of your closest friends and contacts to ask them to hold party, but they turn you down. Why does this happen? How can they say No to you? You soon become afraid to ask, because you don't want to hear another No. If this sounds familiar, relax. Help may be as easy as learning to offer them a gift rather than asking them for a favor.

### Wrapping Your Pure Romance Gift

Each of us is busy. Even close friends and contacts have things to do besides helping you by getting involved with a business that they may not understand or may not really support. By offering them an immediate reward for their cooperation, you move asking for a party from a favor they will do for you to a business decision they make for themselves.

Remember, it's not about you. When you ask others to book a party to help you out, you are leaving them out of the picture. We all worry about asking others to do us a favor, so what if you changed it around? What if instead of asking them to do us a favor, we offered them the opportunity to earn free product? Simply change your thinking and your question takes on a different meaning.

Let's look at the difference:

**Example #1:** *"Hi Jill. I've just joined Pure Romance and I'm really excited, but I need people to book parties to help me get started. Would you have a party for me?"*

**Example #2:** *"Hi Jill. I've just joined Pure Romance and I'm really excited. The products are great and I get to hold parties and give away free products. I would love to offer you the opportunity to earn some of these products by having a few of your friends and me over for a fun-filled and educational evening. I've learned so much in a short period of time and I'd love to pass this along to you and your friends. The dates I have available are Tuesday the 15<sup>th</sup> and Thursday the 17<sup>th</sup>. Which one is better for you?"*

Do you agree that the second example provides more information in a non-threatening way? So the first lesson is don't ask for a party, but instead offer the opportunity to earn free product.

Remember there are winners with every party you hold:

1. The Consultant wins by earning profit and finding more booking and recruiting opportunities.
2. The Hostess wins by earning free product and providing her friends with a fantastic evening.
3. The guests will love their products and will have the opportunity to become a Hostess as well.

Keep your business going by striving to get at least 2 to 3 bookings at each party. Instead of just processing orders in the Ordering Room, make sure that as the guest is placing her order, you reinforce the benefits of holding her own party without being pushy. You might say something like, *"Jennifer, you'll love the items you are purchasing tonight, and I know there will be several other things you will want to have. Don't forget that I'm here to answer any questions you might have (give her a business card if you haven't already done so) and would love to see you earn your future items free by holding your own party. All you need to do is invite your friends and me over for an evening just like tonight."*

By taking this approach your planting the seeds, asking for the booking and letting her know that your customer service doesn't end as soon as the party is over.