



*on*

The Language of Success

*Bookings Mean  
Business*

*“Our mission is to help you make your vision a reality.”*

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## Bookings Mean Business

### Unlock the Profit at Parties!

The Show is the simplest place to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

When you have **ENOUGH** bookings:

- You get good at what you do!
- You meet \_\_\_\_\_.
- You set \_\_\_\_\_.
- You reap the reward of \_\_\_\_\_.



### When will you work?

Pencil in the priorities of things you cannot or will not change.

Decide how many parties you are willing to do each week. Highlight the days on the calendar.

Sun	Mon	Tues	Wed	Thurs	Fri	Sat

### Book Like a Professional!

- List some dates you are already booked on the *Open Dates* sheet on the next page. (If you don't have any bookings for the next three weeks, "prime the pump" with a made-up name or two.)
- Transfer the dates you want to work that you are not already booked to the sheet.
- Star the really close dates and offer an extra gift for booking on a "star date."
- If you are not booked on a highlighted date, spend the time "dialing for dollars" and offer dates from your *Open Dates* sheet. "I'm booking the week of \_\_\_\_\_. I have \_\_\_\_\_ and \_\_\_\_\_ available."
- At a Show, offer your *Open Date* sheet to EVERY GUEST with a pencil and say, "These are the dates that I'm available to work. If you'd like to get a group together, why don't you pick a date that works for you. Just pencil in your name and the best number and time to reach you."
- If someone asks, "Are those the only dates you have?" respond by asking, "What were you looking for that you didn't find?"



# Bookings Mean Business

## Coach For Success

It takes just as much time to do a tiny party as a great big one! Make sure every Host considers herself

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### 10 – 5 – 1 Contact! = Party Success

10 \_\_\_\_\_

5 \_\_\_\_\_

1 \_\_\_\_\_



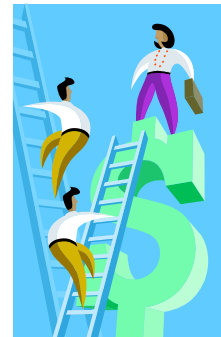
### Ensure the Success Before the Show

- Help your Host make a big **Wish List**.
- Help her brainstorm her **Guest List**. Your job is to \_\_\_\_\_.
- Teach her **how to invite**. Encourage her to personally invite and ask, \_\_\_\_\_?
- Tell her you **need the list of everyone who responded “Yes” or “Maybe”** a few days before the party so you can call and introduce yourself. She may tell you she will do it herself. Simply respond, \_\_\_\_\_.



- **The message is the same** if someone answers or if you get voice mail. Simply say, *“Hi! This is \_\_\_\_\_. You don’t know me yet! I’m the Consultant at \_\_\_\_\_’s party tomorrow night. She said you would (or might) be able to come and I’m really looking forward to meeting you. I’m not sure if \_\_\_\_\_ told you that if you bring a friend that she didn’t invite, I’ll have an extra gift for you. We’ll be starting at 7:27 and I’ll have an on-time drawing. Hope to see you then!”*

- **Encourage at least 5 outside orders.** Tell your Host that not everyone she invites will be able to make it and have her show them a catalog.
- Ask your Host to look down her Guest List and tell you who she thinks her first booking will be. **Get the date pre-arranged!**
- Your Host often knows who is looking for a business opportunity. **Invite your Host first!**



# Bookings Mean Business

## Make the Most of Every Show

- **Greet the guests as they arrive and LISTEN!**
- **Tell your story.** Try telling your story this way: “My name is \_\_\_\_\_. I used to \_\_\_\_\_ and then I started my business. Why do you think someone like me would do something like this?” Invite your guests to respond. Their answers tell you \_\_\_\_\_.

- **Offer your three services:**

- 1.
- 2.
- 3.



- **Make the Show interactive.** The more value you add, the more the guests will feel \_\_\_\_\_.
- **Give multiple uses for your products.** Every additional use you give for a product \_\_\_\_\_.
- **Use visuals.** Not everyone is \_\_\_\_\_. What visuals do you display at your shows? \_\_\_\_\_.
- **Maximize your sales.** What do you do to increase your per customer order? \_\_\_\_\_.
- **Always ask everyone!** If you don't ask, \_\_\_\_\_.
- **Coach future Hosts and set a specific time to follow up with your recruit prospects.** If it's busy, you can say, \_\_\_\_\_.
- **Invite Hosts to join your \$1000 Club!** Competitive Hosts will \_\_\_\_\_.
- **Staple “YES” coupons in your catalogs.** Say, “I’m going to be asking each of you if you’d like to set a date, but if you just can’t wait and you’d like to get an extra gift, give me the “YES” coupon before I ask for.”

## Set Your Goal for 3 Bookings and 2 Recruit Prospects from Every Show!

**Bookings Mean Business**

**YES !**

I would like to get a few friends together  
and earn lots of rewards!

Name:

Address:

Daytime Phone:

Evening Phone:

E-mail:

Wish list:

**YES !**

I would like to get a few friends together and  
earn lots of rewards!

Name:

Address:

Daytime Phone:

Evening Phone:

E-mail:

Wish list:

**YES !**

I would like to get a few friends together  
and earn lots of rewards!

Name:

Address:

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Evening Phone:

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Wish list:

**YES !**

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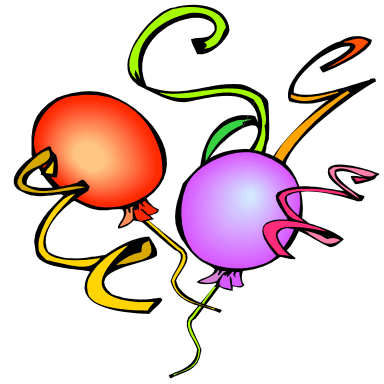
Evening Phone:

E-mail:

Wish list:

## *Fresh Ideas*

You just heard lots of new ideas. You can't possibly try them all right away. Pick out just a few that you want to use right away. Then listen again later and pick out a few more.



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.