

How To Get Bookings

by Penny Lacey

Call Your Friends & Family and use this exact verbiage!

" Hey _____! It's _____, I hope I am not catching you at a bad time!
I won't keep you but just a minute. _____, I have a huge favor to ask you! I really need your help! I am starting a new business to help make some extra money (*Tell the reason you are doing Premier here*). Have you heard of Premier Designs Jewelry? I am now a Premier jewelry lady. The jewelry is beautiful plus it has a great guarantee. Here is where I really need your help. I need **2 friends that will help me in my first week of business.** (*Then you move to filling your 2nd week, 3rd week, 4th week, etc.*) All that means is that you will allow me to come over to your house, lay my jewelry out on your kitchen table, and invite a few friends over for coffee. Here is the huge favor...will you be one of my friends that help me get started? (*Pause, let her answer*) I will be able to give a lot of free jewelry for helping me! The average hostess gets \$100-\$300 in free jewelry. It is really no big deal.

If they say YES...

-GET A DATE!! If she will not commit immediately, at least have her give you a tentative date.

(Why? People are busy. If you don't have them commit to a date and time while they are excited and willing to help, they will forget about it later. Plus they are more apt to change their mind and you might not every get them on the phone again. Seize the moment!)

PLAN B- If they say NO...

-Ask if they would be willing to pass the catalog around and see if friends might want to order.

You can still get them some free jewelry if they will help you out. (Why? This will at least give you new business and new contacts and we will work to eventually flip this catalog show into an actual homeshow. Note: You will want to get them a hostess packet *immediately* and allow 10 to 14 days for them to work on it. Again, you must keep the excitement going by keeping up with her weekly!)

You are able to give her 20% of her total sales in free jewelry and one item at 1/2 price. She must have \$100 in sales to qualify for the Free Jewelry from the Catalog Purchase Plan.

ALWAYS DO THIS....

-Whether you get a booking from them or not, offer this: Give them \$25 in free jewelry for anyone they personally get to hold a show with you in the next 30 days. (Why? They may know others who would love to do a show or have done shows in the past. That \$25 is a great incentive to get them on the phone and, essentially, working for you! This is called NETWORKING! It works!)