

REMINDER CALLS

Making reminder calls for your hostesses is a great way to increase attendance for your shows. Many times your hostesses won't make the calls, or if they do start to, their friends keep them on the phone so long that they aren't able to call the whole list. I let my hostesses know that I prefer to make the reminder calls for them, because I know that I can get through their entire list in a much shorter time than they, AND it helps me create a "warm meeting" when I meet their guests at the show. I usually get answering machines, and this is the message I leave:

"Hi Lori, my name is Melody Box, and I am Brenda's jewelry lady! I am just helping Brenda make some reminder calls for our jewelry show that is scheduled for tomorrow night at 7:00 at Brenda's house. It's going to be a lot of fun, and I hope that you've already made plans to attend! You're going to be seeing our beautiful line of high fashion jewelry from Premier Designs, and I'll be sharing some fun fashion tips for the Fall and Holiday season! If you haven't already called Brenda to let her know you're coming, why don't you do that right now so that she'll know how many to expect. She also wanted me to tell you that if you have a friend or relative that you would like to come with you, please feel free to invite them! The more the merrier! And I'll be looking forward to meeting you tomorrow night!"

That's all I say and the results are higher attendance at my shows, and many of the ladies comment on the nice message I left on their machine. If you are having low attendance, try making the reminder calls for your hostesses. I think you'll see an increase in your retail and you'll love it!

- Melody Box, 2-Diamond, Texas

TELEPHONE CHECKLIST

- Amplify your voice.
- Speak clearly.
- Ask if this is a good time to talk.
- Don't rush, but get to your main point.
- When you want them to return your call, say your telephone number slowly and clearly.
- Smile! Smile! Smile!
- Vary your tone and inflection.
- Project your enthusiasm and upbeat personality!

