



Telephone Bookings

I have seen several messages recently about ladies who have not gotten bookings at their shows. This will happen to all of us. One of the things I learned many years ago is when you don't get bookings, you've got homework. That means you need to get on the phone and call people to get bookings. It sounds easy but it can be very difficult. Several times in my 11 1/2 years of doing Premier I've been down to "zero" shows. I learned how to get out of that rut and will never get in it again. Below is my "tried and true" method of getting bookings when I really need them. I bet they would work for you, too. Remember, when you don't have anything it can take a month or so to pull yourself out of that hole, so don't wait to get started. If you've got a few shows now but want more, this could work for you.

First, take your last couple of shows. Pull out the order forms and call the person who spent the most money first and work your way down. When you get them on the phone (if it hasn't been over 60 days) ask them, "How is the jewelry you purchased at Sally's working out for you?" Let them talk. They will say "fine, or great," "I haven't worn it yet" or something along those lines. Then you go from there. If they still have time on their free guarantee let them know that if it's after the 60 days when you call just word it something like "the free 60 day guarantee is up but I wanted to make sure that your jewelry is working out for you" - you just kind of judge what to say according to the time frame. THEN all I do is say something like this, "I also wanted to tell you while I have you on the phone that Premier is offering a special promotion . . . (remember, you can always offer your own if Premier does not have one at that time). Be sure to say this with enthusiasm; do not sound desperate.

Then let them respond. Don't worry about a long pause - they are just thinking of what to do or say. They will have about 2 answers: "Yes" in which case you will be very excited and almost fall out of your chair. Book 'em! Or, they will tell you how busy they are doing this and that.

Then you say, "I totally understand. How about I give you a call in about 5 or 6 weeks to see if it's a better time? Then most people will tell you ok. I get very few totally "not interested" responses. Put that person's name (the one who is interested for later) on some sort of list, index card, or sheet and file in a notebook or index card box with date index tabs. Call her in about 5 or 6 weeks to see if she's ready. When you call her then it will be a warm call - she knows she told you it was ok to call. Then all you have to say is "When I talked to you last time you were so busy and couldn't do a show then, how's your schedule looking now? Are you up for getting some FREE jewelry?" Wait for reply.

Move through your files of names for each show. Working your way back. You will get many people who can't do it now, but to say you can call them back. Julie Miller once said when she doesn't have 12 or more bookings in the 2 or 3 future months she gets on the phone. Don't wait until you are down to zero - it will take longer to fill up your calendar. And remember you can always offer 40% free, or double the certificate of \$50 in free jewelry, or give a free watch. Make up your own specials when Premier is not running theirs and when Premier is running theirs you can still say you are offering a special - it will seem more personal and that it is coming just from you.

- Debby Campbell, Littleton, CO