

OVERCOMING COMMON OBJECTIONS

A Master Booker understands that the difference between an obstacle and an opportunity...is her attitude towards it!

Key: To overcome the fear of objections you must practice the basic responses...and practice again and again!

Most Common Objections:

1. I don't know enough people.

A large group is not necessary - just a few friends with them inviting their friends always works! (Give her '40 Guests in 4 Minutes' or 'Who Do You Know'. Can also mention co-hosting if needed.)

2. My house is too small.

No place is too small! I have found that my home shows in smaller locations are actually more cozy and fun. I would be delighted to come to your home!

3. My friends are all partied out.

Remember, this is more than just a party – it's a jewelry fashion show with fun fashion tips and facts. Your friends will love the jewelry as well as the information shared!

4. I'm too busy.

Don't worry I will make it really easy for you! Plus, being so busy I'm sure you could use a break in your schedule. It will be easy and fun!

5. I don't need or wear much jewelry

Well that's okay. It's a wonderful way to help your friends shop in a relaxed atmosphere and for you to take care of your personal gift giving needs as well!

No matter what the objection...a Master Booker will always assure that she would love to do the show and that she will help in whatever way needed!