

VERBIAGE FOR BOOKINGS!

* Remember to SMILE!!!! It comes across in your voice!!!

“Hi (her name)! It’s (your name). Is this a good time to talk? I’ll only keep you a minute.

I have a huge favor to ask you! I need your help! I am in a contest with Premier to hold twelve shows before June 23rd. I only need ___ more to win. Would you be willing to help me out? I will even prepare and mail the invitations for you. Premier will give you lots of free jewelry for helping me out. What do you think??”

Pause, and let her answer...

Would a weekday or weekend work better for you?

What time of the day is going to work best for you?

*Hi ____, do you have a second? Just wanted to see if you had 2 or 3 friends that might want to see my new summer jewelry? I’ll come over to your office or home and bring the jewelry to show them for their own private showing. Can you think of 2 or 3 girls that want to have some “girls time” this summer?

*Hi Sue, do you have a second? I’ve a great new show I’m doing and wanted to try it out with you and a few friends. Can I tell you about it? It’s called an **extreme closet makeover** show because I know that most ladies wear 20% of their clothes 80% of the time. Have you ever said “I have a closet full of clothes and nothing to wear”? I know I have but I’ve discovered a great formula to show you and your friends how to dress with a lot less stress! Does that sound like a fun time for you? Well let’s do it, have you got your calendar handy? We are going to have so much fun. I’ll give you some details when I bring the catalogues by.

*****If you get a no and can’t overcome their objection, don’t hang up the phone... go one more step.** Tell them you “appreciate their honesty and still need them as a customer. You can still help me out...Would you stop right now, and think of someone you know that loves jewelry or loves having get-togethers? (Don’t say you will call back, get the name and number then) When I call them and if they book a show for me, I will give you _____ for referring them to me. I work my business off referrals and really appreciate them. If that doesn’t work, & she can’t think of anyone after you give suggestions go one more step.... Say... “Well here’s my last offer, do you have a few friends that would like to see our catalogue? Why don’t you just take one and show it around for a week and if you get \$100 in sales, you will get 20% in free jewelry and 1 half price item? Does that sound easy enough? I’d love to do that for you!

MAKE SURE YOU KNOW YOUR NEXT STEP BEFORE ENDING YOUR PHONE CONVERSATION!

For example: When to call back, when to meet or take a catalog...