

80 1/2 WAYS TO GET BOOKINGS

1. Ask friends to help you out and have a jewelry show!
2. Ask everyone at your show, "I would love to have a show for you! What do you think?"
3. Write down names of people who "owe you a favor" then follow up!
4. Mention how much your "average" hostess gets in products!
5. Mention hostess half-price combos and other benefits at least 3 times per show.
6. Keep planting seeds! You are trying to help someone fit a show in her busy life!
7. Send a catalog to a co-worker!
8. Give a catalog to the receptionist at your doctor or dentist's office!
9. Call past guests!
10. Call past hostesses!
11. Ask friends to help you get started or reach a certain goal!
12. Put a catalog in the employee lunchroom or the teacher's lounge at your child's school!
13. ASK, ASK, ASK!!!
14. New jewelry comes out twice a year! You can never have too much jewelry!!
15. Host an office Jewelry Show!
16. Host a show before or during a PTA meeting!
17. Mail out catalogs and a wish list ... be sure and FOLLOW UP!
18. Host your own show. Could even be fundraiser for your favorite charity!
19. Get a list from Welcome Wagon. New people may be looking for a Jewelry Lady!
20. Set up a display at a craft fair! It is a good place to make contacts for bookings!
21. Participate in a school fund-raiser!
22. Have your husband promote your jewelry at work!
23. Encourage your realtor to have a show for you!
24. Hold a Mother's Day or a Christmas Shopping Show for men!
25. Get a Christmas wish list from your guest and then call the gift giver and tell him what the guests wants!
26. A lady can never have too much jewelry!
27. Hold an "open house" or "mystery hostess show!"
28. Ask past hostesses at shows to talk about how MUCH FREE JEWELRY they received!
29. Keep a list of special requests and let those guests know when that product is on sale.
30. Jewelry is about the Number one (1) give item in America!
31. Try to find out from friends who the "Party Queen" is!
32. Hold up higher priced products and mention how to get half-price or free!
This encourages bookings.
33. Send a catalog to your Tupperware, Discovery Toys, etc. reps or exchange shows.
34. At the beginning of your show, mention what an average hostess receives!
35. Share upcoming specials at shows and during phone calls!
36. Tell your hostess how much she saved by having her show!
37. Encourage frequent customers to regularly plan shows!
38. Encourage hostesses to rebook a show sometime within the next 6 months!
39. Treat hostesses to a special "Hostess Appreciation Tea!"
40. Encourage relatives to have a JEWELRY SHOW!

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41. Try to find out from friends who "loves jewelry!" Invite her to get it FREE!
42. Suggest hosting a show to do Christmas shopping without leaving home!
43. Start an E-mail address book of customers who want to know what the monthly specials are. If there isn't one, create one!
44. Encourage your hostesses and guests to refer potential hostesses to you!
45. Offer a bridal registry!
46. Promote Bridal Jewelry Shows!
47. Describe and highlight the hostess plan several times during your show!
48. Be friendly and enthusiastic!
49. Follow through on every booking lead!
50. ASK, ASK, ASK!!!
51. Use open-ended questions, especially when dealing with booking concerns!
52. Your guest receives 10% off for each guest she brings to your show!
53. Read Andy Horner's book, "By Chance or By Design!"
54. Call at least two potential hostesses every night!
55. Dream and imagine the possibilities!
56. Set goals and review them constantly! Post them where you can see them!
57. Put current catalog or wrap in your neighbor's door. Include a 10% off coupon. Follow up!
58. Use hostess benefits flyers!
59. Use postcards and/or newsletters to continue to spark interest!
60. Follow up phone calls to particularly interested guests. They may decide later to have a show!
61. Have the hostess tell why she decided to host a show!
62. Give your jewelry as gifts or donations!
63. Don't be shy talking about and SHOWING your JEWELRY!
64. Smile when talking on the phone. Try it (smile)!!
65. Review orders from past shows - Who has bought frequently? Call them!
66. Be prepared to answer questions about how you got into Premier Designs!
67. Have a booth at a school fair!
68. Call the most familiar people first!
69. Call potential hostesses who postponed or never booked!
70. Spend time every day working on some aspect of your business!
71. Be willing to share what Premier has done for you!
72. Call anyone who has said "maybe" or "sometime!"
73. Contact schools or churches groups for fund-raisers!
74. Talk about upcoming specials/promotions/contests with everyone!
75. Offer a bonus for hostesses who book on days and/or months you need an extra show!
76. Give extra service and time to good customers - they will be repeat hostesses and potential consultants!
77. Carry a notepad to jot down names as you think of them!
78. Let guests keep a catalog or product parade to keep on hand or pass around work. And here's one from me!
79. Ask every person who orders, "Were you able to get every piece you liked?"
80. ASK, ASK, ASK!!!
- 80½. The "1/2 point" is YOUR EXTRA EFFORT to line up those bookings!!