

Book-a-thon Verbiage

“Hi Julie, this is _____ with Premier Designs. How are you? (or, you can use another question that pertains to her—but keep the idle conversation short). I hope you’re enjoying your Premier Designs jewelry! Do you have just a minute?”

“Let me tell you why I’m calling. I’m actually in a contest with some other jewelers tonight and we are in a little competition making as many phone calls as we can to see who can book the most jewelry shows, and I was wondering if you might be interested in have some friends over for a little show!”

Past Hostesses or Hostesses that you haven’t talked to in a while.

1. “Our new collection is being introduced in just a couple weeks, and I can’t wait to see it!! I’d love to see you get some more FREE jewelry, and I’m booking shows for _____ and _____ right now. What do you think?”

I know that you preferred a Friday last time...

(Be silent & wait.....See “Handling Objections” on how to respond to “I’m too busy”, etc.)

2. “I can’t believe it’s been two years since your show! I remember how excited you were to receive all of that FREE jewelry, and I wanted you to know that our new line is coming out in just a couple weeks. I was hoping you’d like to be one of the *first* to invite your friends over to see it! Right now, I’m scheduling shows for _____ and _____. What do you think? I’d love to spend an evening with you and your friends again!”
3. “I’m calling all of my best (favorite) hostesses to let you know that our new line is being introduced in a couple weeks. I thought of you because we had such a great time at your last show, and I would just love to do another show for you! Right now, I’m scheduling shows for _____ and _____ and would love to fit you in on my calendar! What do you think?”
4. “I was looking over my records and was reminded that you received \$_____ in Free jewelry at your last show! That’s incredible!” (See above for additional verbiage.)
5. “Spring (Fall) is such a popular time for a show, and I wanted to fit you in before my calendar is totally booked! Everyone is so excited to see the new jewelry!! It’s being introduced next month and it’s going to be great; I can’t wait!!! I do still have a couple openings in Feb. that I’d like to fill, the _____ and the _____. In fact, I’m offering \$25 in additional free jewelry if you’re interested in one of those dates!”
6. Here are some additional phrases you may like to incorporate:

“You know how my Fridays and Sundays book-up.”

- a) **“I’m running a great promotion for our hostesses for the month of _____!! If you have a show in that timeframe, you’ll have an opportunity for an additional _____! I’d love to schedule you during the promotion period. How does _____ (month) look for you?”**
- b) “I do have a few dates left in _____. What night of the week is best for you? Tues.? Super! Tues. is a great night for a show. I have the 10th and the 17th open. Do you have a preference?”
- c) “Our new line is being introduced next month and it’s going to be great, I can’t wait!!! Is February or March better?”

- d) "I'd love to pencil in a date for you, even if it's tentative. You'd really be helping me out in my contest tonight, and I'll call about 5 weeks prior to your show to confirm."

Note: When you call "5 weeks prior", don't say "I'm calling to confirm your show." Instead say something like, "Hi Julie, I'm so excited about your show in March!! I can't wait to show you the new spring collection! It's awesome!! I just wanted to set up a time to stop by for about 15-20 minutes to go over a few details for your show."

If you have recently done a mail-out.

"Hi Julie, this is _____ with Premier Designs. How are you? I was wondering if you received the packet I sent you with the catalog. Isn't the jewelry fabulous?! I know how much you love our jewelry, and I'm filling up my calendar for the summer right now. In fact, I'm in a contest tonight!! Continue as suggested above.

If she checked "maybe" some other time on her registration card.

"Hi Julie, this is _____ with Premier Designs. How are you? I met you at Sarah's jewelry show in Oct. Remember me?! I hope you're enjoying your Premier Designs jewelry! I don't know if you've talked to Sarah lately. Did she tell you that she got \$250 in FREE jewelry from her show last fall?! She was sooo excited!!"

I'm calling because I was looking through my records and noticed you checked off "Maybe" for a jewelry show in the spring. My summer calendar books up quickly and I wanted to give you first pick of some of my best available dates for a show!! I'm actually in a contest right now with some other ladies to see who can schedule the most shows on their calendar for _____ and _____. I do have a few dates open in August., and our new line is being introduced next week. It's always fun to be one of the first to have a show with the new jewelry!! I can't wait to see it!! I heard it's incredible!!!

"I was looking through my records and have you down for a spring show. We have about 70 new pieces coming out next week in our new spring line. You could be one of the first to have the new jewelry!"

If they say they can't think about it until April or May...book it.

-Ask them what day of the week works best for them. Always go for the earliest possible date on your calendar that you'd like to fill! Tell them what you have available and keep going until you secure a date.

Calling top customers.

"Hi Julie, this is _____ with Premier Designs. I met you at Sarah's show back in October. How are you? I hope you're enjoying your Premier Designs jewelry!!"

1. "I was calling some of my favorite customers (or, customers that loooooove my jewelry) to let you know that our new line is coming out next week. I'm in a contest *right now* with some other Jewelers to see who can schedule the most shows, and I was wondering if you could help me out and at the same time get some FREE jewelry?! I know how much you love the jewelry, and I would *love* to do a show for you! You may remember that my average hostess receives about \$_____ in FREE jewelry!!" ("I'm sure you'd love to be one of the 1st to see our new spring collection!")