

Elements of a Home Show- Vickie Hopkins- 6 Diamond Designer

Bookings

It's not what you can do, it's what you will or won't do.

Ask yourself.....

Do I have a positive booking attitude?

You have to be willing to work for bookings, always be on the lookout.

We have the **VERY BEST** home show, hostess, booking, commission plan. If you don't know this- check out any other direct sales company & you will.

Know that anyone's opportunity for jewelry is limited without you.

Your **level of excitement** about hosting shows will be conveyed when talking about it.

It's okay in the beginning to ask people for help with your new business. Eventually your **mindset** needs to evolve. For example: "I would love it if you would let me help you get some free jewelry."

Stay away from the **trigger words** when asking for a booking such as: Home show, jewelry party, show, booking.

When trying to get a booking or doing a booking activity try to **describe it** rather than label it with a trigger word.

Try something like...**Women love to get together, women love trying on jewelry**, if you'd like to get together with your friends eat brownies, play in some jewelry and get a ton of jewelry for free than you want to play! However if you don't want to get together with your friends, you don't like this fabulous jewelry and you definitely don't want any of it for free then your going to want to pass....obviously this is a more sarcastic approach to pass or play. This also works with deal or no deal.

Ask yourself do you know the number of shows you need to hold each month?

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How much do you need or want to earn?

Work it backwards- If you need an extra \$1000 - the avg. show is \$200
So you would need 5 shows a month to accomplish this goal.

When planning always **account for cancellations** and small shows by shooting for a higher number - in this case about 7 or 8 would suffice.

To be prepared for **successful execution** of this goal you will need to look at your calendar a month in advance- if your 7 shows are not yet booked, it's time to work for those bookings.

Phone work is a must. If you hate phone work - master the art of booking new shows at your shows. Work smarter and harder:)

Have a list. Be prepared. Know what to say. The how is important.

An example of potential clients to choose from:

Former hostesses, surveys, existing customers, people you do business with(bank, grocery, gas, daycare, job, salon, gym, library, etc), friends, family, church, neighbors,etc.

If you need to book 7 shows a month you are going to want to make about 30-35 calls to accomplish this. So make 5-6 calls a day until you have accomplished your goal.

Don't let fear steal your opportunities. Change your attitude and perspective. You are earning money for everything you do to prepare for your shows- so use your time wisely.

When you dial for dollars - **every call is worth something** - you might get 9 no's and 1 yes...so that makes every call worth \$20. (Because the avg. show is worth \$200.)

Know that your **time is not wasted.** Have a booking attitude of helping others. **Expect them to say yes.**

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Be a teammate/partner with your hostess. Share your expectations about the show, expectations of her-let her know she is going to do great. Coach her about bookings, pre-orders, and the actual show-etc.

Give her rewards- challenge her - double a bonus for her for a task. For example- \$50 for \$200 in pre-orders (it only costs you an extra \$12.50 to accumulate 100 more in orders). You'll give her \$20 in free jewelry for any extra bookings beyond the first 3.

Sprinkle & flavor your show with booking suggestions throughout the night. mention the free bracelet or whatever your incentive...etc.

Visuals are essentials- many women need to see it. Booking activities are a must.

For Example:

Diva did- Diva didn't

2 ladies come up from the audience and show 1 who booked & 1 who didn't. Obviously, the one who did is standing there with all her free jewelry boxes and hostess gifts from you.

Premier Price is Right

Pass or Play

(you can look these up on the drapers website)

Pay for the Day

If you need to fill a date - say the 28th. Offer Touch of class for \$28.00 (Now this necklace costs you more, but the difference between the \$28 & your cost is nothing compared to the revenue you'll bring in with this booking).

Always remember to be normal, down to earth and genuinely excited. (Not CRAZY)

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