

Keeping your calendar full is a process --- Not an Event

1. **Booking Activity** - Deal or no Deal works - ROLE PLAY IT!
2. **Guest Survey** - **WALK YOUR GUESTS THROUGH THIS OR THEY DON'T FILL IT OUT** - This gives you an indication of what EXACTLY GUESTS ARE THINKING...Even if they write no, it does not mean no, it means NOT RIGHT NOW!
3. **Check Out** - Build Relationships - Ask open ended questions...
"what do you think?" is a great way to find out just that...
4. **TWO QUESTIONS YOU MUST ASK EVERY HOSTESS?**
 - 1) Would you like to be a **Preferred** Hostess? (See attached sheet)
 - 2) Wendy, we had a great show. You invited about 40 ladies and ten were able to make it. **Who do you know that wasn't able to make it tonight would like the same opportunity to earn free jewelry?**
She will give you 2 names and 80% of the time, they will schedule their own jewelry show.

5. **BUILD RELATIONSHIPS** - *Studies show that people will do business with someone if you "touch" or connect with them 5 or more times*

- **Use name tags and ADDRESS your guests by Name!**

- **Call each guest 24 hours after show and say:**

🗣️ Hi Rebecca, this is Dona, the jewelry lady. It was so nice meeting you at Tiffany's show last night. I wanted to call and thank you for coming to the show. You made a terrific selection of the Costa Rica and Chain Reaction necklaces. I know you will get lots of compliments when you wear these. I look forward to the opportunity to treat you to some free jewelry just like I did with Lynette. Thank you again!

- **Call guests 30 days after they received their jewelry & say:**

🗣️ Hi Michelle, this is Dona, your favorite jewelry lady. It's good to talk with you again! I'm just checking in to see how you are enjoying your jewelry that you purchased at Amanda's show.

✅ Michelle - who's been complimenting you on your jewelry that might like to see a catalog? She might say, WELL YOU KNOW MY OFFICE MATE Diane, she loves jewelry! **You could then say,** WELL I WOULD LOVE TO SEND HER A CATALOG, or do you think she'd mind if I sent it to her office?

✅ I also wanted to check to see if you have any special occasions that are upcoming where you might need some jewelry as a gift for someone?

✅ Michelle, I'd love to treat you to your own Jewelry Show so you can get your jewelry for free...what do you think?

- **Call ADVANCE ORDERS--She bought the jewelry because she either loved the jewelry or the hostess....**

✅ Hi Shauna, this is Dona the jewelry lady from Elizabeth's jewelry show. I want to thank you for purchasing the Runway and Fashion Sense necklace. I know you will enjoy the versatility those pieces will bring to your wardrobe. The jewelry will arrive at Elizabeth's home in about 10 days. (Let her talk)...then say, Did Elizabeth tell she won \$300 in free jewelry and she is having a great time picking it out? (let her talk) Well Shauna, I want to TO OFFER YOU THE SAME OPPORTUNITY TO GET FREE JEWELRY just like Elizabeth, WHAT DO YOU THINK?

PROVERBS 19:20 - LISTEN TO ADVICE AND ACCEPT INSTRUCTION AND IN THE END YOU WILL BE WISE!