

Booking Strategy by Pamela Shaw, NSD

When BOOKING from a PHONE CONVERSATION:

The key to booking a SUCCESSFUL CLASS is to communicate to the prospective hostess the WIFM (What's in it for me) at the VERY beginning of your phone call. It's important to tie some stipulations to WHAT you're giving her that she's motivated to receive for FREE.

1. That she holds her appointment with you on its original date.
2. That she has X # guests (I like to say 5. That way I'm not disappointed with 3).
3. That you get the guest list with phone #ers within 24-28 hours from the phone booking.

This way, she has a simple view of HER role and you know YOUR role—FOLLOW up in the agreed upon time frame.

Learn to say "_____ this is my business, and you can count on me to be there rain, snow, sleet or hail. My word is my bond. Is there anything you perceive that would keep you from holding this appointment with me?"

When the situation allows it, have HER write her name and phone # in your DESIGN book on the date of her class. This further commits her to it.

When BOOKING FROM THE SKIN CARE CLASS at the Individual Consultation:

You know:

1. What she 'couldn't afford, but wants' therefore you have a great hostess option for her.
2. Her prospective GUEST LIST from the 'name game' you played.

And you have your date book along with hostess and recruiting literature right there with you at the CLOSING STATION for your 1-1 Individual Consultation. So, during the 5 CLOSING QUESTIONS, you can see that booking the COLOR CLASS, CEMENTING the date, Confirming the GUEST LIST, agreeing to the REWARD, and getting her commitment can all be done very swiftly and thoroughly as you work FULL CIRCLE!! BEST place to BOOK! WHY?

- 1 Close to the product (people BOOK and RECRUIT close to the product).
- 2 She is motivated to get more for FREE.
- 3 Your relationship with her is fresh and fun.
- 4 She loves the product and she is in the 'frame of mind' without distraction to say YES!

Your guest has **TWO options** for her COLOR APPOINTMENT:

1. Host an SCC with 4-5 friends and receive Hostess Credit.
2. Come as my Guest to Success Event for Advanced Color.

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