

❖ **Invitation style of booking at the Spa Show:**

Make the invitation to your Spa Show guests such as “**I invite you** to have a specialty Spa Show and enjoy a Jordan Essentials shopping spree. If this sounds like fun for you and your friends let me know at the end of the show tonight and I can get you a packet and book your show tonight. Now let’s look at the great products we came here to sample and enjoy tonight.”

This style introduces the idea of a couple of things. One is you have fun and different shows and even though you are at one tonight it might be different and fun for your potential hostess. It also points out that they are invited to earn free products and there is a shopping spree attached to the night of fun with friends.

The key to maintaining momentum is to ask everyone at your show the Big Three Questions that will keep your business going.

1. I would like **to invite** you to enjoy free products. Most of my hostesses enjoy \$40-\$50 shopping sprees and lots of half price items from the general catalog. Would you like receive free products by hosting a show?
2. **I invite you** to take home some information about the business opportunity.
3. Do you know someone who would like to see our catalog? **I invite you** to take a couple with you tonight.

Notice the wording here. Asking if the guest wants something free is more effective than "Would like to be a hostess?" Guests will often say "no" to being a hostess, but "yes" to receiving free items. Each of the phrases can be worked into your show. Always follow up by changing the subject back to why they are at the show in the first place!

❖ **Calling all Customers!**

"I am really excited about our product line this season. Is there a time in the next couple weeks where I could come over and show you and your friends our current line? Would you like to know about our wonderful hostess program?" If they say no, then just ask, "Can I offer you my personal shopping service where I set up an appointment with you so that you can see what is new and receive our current catalog?"

**Now that you have a lead here are some tips with what to do with them!**

Phone tips:

- Have a good phone. Do not make calls from a place that is noisy or distracting. This is your business, be professional!
- A head set is a good idea to keep your neck from neck cramps and keeps your hands free for writing notes about the person on the phone. You will also be free to pace which pumps adrenaline in your body making you sound enthusiastic (which I know you are) but it also raises your voice a bit and keeps you cheery.
- Go ahead and leave a message telling them you will try to call later. You should do the work of calling them not making them call you back.

Time tips:

- Set a part of each day to follow up with leads and make sure you do it! Be the boss to yourself that is kind and motivational. You know what kind of boss you need to be with yourself.
- Vary your call times so to reach all people successfully
- Keep notes on all calls using the Lead Management System we are about to talk about.

## **Lead Tracking System**

This is where the rubber meets the road on the road to success.

- A simple calendar on paper will do just fine but there are also great sophisticated computer programs available as well. It is good to keep it simple and duplicable because someone is right behind you and she needs to see an easy system to follow.
- Set up your system to track EVERY lead. You will want to have the persons name, address and telephone number. You will also need to track dates of contact, what was discussed, dates to call back on, any marketing materials sent out, shows booked past hostess, interest in the business opportunity. You can keep any personal information she shares with you such as Mom to twins, has a broken car, loves OMH body butter etc.

Your purpose is to book Shows, set appointments, share the business opportunity and collect orders. Fill in information you receive. Keeping track of your leads is very important. It is much easier to keep a customer than find a new one. Tracking your customer will also say to her, “You matter to me. You can count on me to meet your needs. I am readily available to get your products for you, book shows or help you in your new business”

Anytime you feel you are a pest and the customer has not told you so you become a mind reader and that is a no-no. So to meet people's needs you need to listen and be available to meet those needs.

### Tickler File

- This is a box with 5x8 index cards divided by month and date. Begin by placing your customer's name and phone number across the top of the card. Make a note each time you call, even noting voice mail received or no answer. You will hopefully have such a wonderful customer she will have many cards attached over the years.

Here is an example of a tickler file card. Place it in your calendar for the last week of August. You can also place it in the file system for the last week of September.

Name: Nancy Bogart                      Phone numbers 417-000-0000

Address 1 main place Nixa, Mo 65714

Date: May 1. 2003

Nancy said she is very busy until foot ball season is over. Would like to book a holiday show. Please call back end of October.

- Another variation on this method is to paperclip the card to your calendar on that week and then if no one responds move her over to the next week for follow up. The file will be for leads that need to be contacted over one month away or more.
- There are lots of computer programs and one will flag you as to make the call etc. But a paper system is a great start to keeping leads fresh and serviced and you will be able to help other new Jordies set up their system quickly and inexpensively. I encourage you if you use a computer program you still set up a paper to use as an example to show new Jordies.

### Things to do

- Do your homework.
- Know your program, define selling points, be an investigator.
- Know your products.
- What are the benefits and what do you love about them?
- Learn as much about strategic sales as possible
- Attend a Local meeting whenever possible

- Be sure to make your Success calls a regular part of your monthly schedule.
- Write a script to help guide you through your calls so you do not miss anything.
- What do your customers need? A Spa Show! What time of year is it? Perfect for a Spa Show! Think through what you are going to be offering your future hostess as she books the Spa Show.
- Practice on your family and friends first. Practice will bring confidence.

People buy for their own reasons not for yours. People buy because they believe the product or service will get them what they want. What they really want is **BIG Benefits**. Big benefits are like love, financial security, recognition, independence, and freedom. Basic human desires; Do we have that? You bet we do!

Think about why your customer needs you and then help to meet his or her needs!