

## **What to say when booking a Party!!!**

### **Booking with a family or friend:**

Get yourself excited! Play your favorite song and read your goals before you begin to make your phone calls!!

"Jane, I am calling to share with you my new adventure. I have started my very own Jordan Essentials business and would like to invite you to host a Spa Party this month. I know you are going to love our products and will have the opportunity to receive free products and major discounts. We have a lot of fun. I would love to help you celebrate all the many friendships that you have been blessed with by helping you treat them to a home spa. Is this something that you can help me with?

Would a Monday or Thursday work? I have xxx and xxx dates available." Or  
"Mary, Is this a good time to chat? Well I wanted to share my exciting news with you! I have a really great opportunity to start (or re-start) my own business with Jordan Essentials, and I immediately thought of you! Have you ever heard of Jordan Essentials? It is a great company with products for everyone in the family! You won't believe the bath and body products or the new MINERALS.

Would you mind helping me get started? And of course, we reward our hostesses with a lot of great products!

### **Party Scheduling Tips:**

- Only book within a three-week period. Offer your first available date. Often the best parties are the ones pulled together in a week.
- When someone ask for you to send them a catalog say this: "Sure, I will get one in the mail to you first thing in the morning, and then I will mark on my calendar to give you a call back on \_\_\_(3 days later)\_\_\_ to see what you think. That will also give you a chance to glance at your calendar to see when would be a good time have a party!!"
- Make sure you have a response to different objections! Is "NO" really a "NO"? What do you say when you are in a department store looking for a new pair of jeans and someone ask you "Can I help you?" Most of us say "No thank you, I am just looking," when you have been looking for 5 minutes and really could use help finding your size!!!

### **Great Verbiage:**

"This set is one of our most popular sets for hostesses. My hostesses love taking the (\_\_\_\_\_) for 1/2 price! Fill in the blank with Premier system, Make My Mineral Kit, or Make Up Brushes!

"So many of our hostesses earn this set for free and then get the Larger Set for 1/2 price."

“Most of our hostesses earn \$100 in free products and discounts.”

“If you are thinking, I would love to reward myself with the entire collection but it’s too much to spend on myself, I would love for you to consider joining me in business and earn enough income to be able to treat yourself whenever you like!!!

“Well what would you say if I wanted to help you earn this \_\_\_\_\_ for free? I love rewarding my hostesses for being so great!”

### **Booking Parties at a Party!**

**This is your best opportunity to book more Parties!!!**

Here again, Get excited!! Have a CD of your favorite songs in the car and get yourself pumped up!!! Go into every party expecting to book at least 2 parties and YOU WILL!

You will want to share Booking Seeds throughout your show. But there are three that you should have planned and memorized!! Use party cards or note cards if it helps.

#### 3 Big Booking Seeds!!

1. The introduction of your show will have one booking seed.

Try one of these after you share the mission of our company:

- “Sally was so excited to celebrate her friendships tonight, and treat, spoil and pamper each of you. If you would like to have a night to celebrate your friends please let me know at the end of the show.”
- “How many of you like to have FUN? How many of you have friends that you never get around to calling for that girls night out? Well you may want to think about hosting your own Jordan Essentials spa show, so that you can have a party with all of those wonderful friends who might just need a pick-me-up!”

2. You will want to pick a very popular product as your “Booking Product” to share the second Big Booking Seed, try a few of these:

Make My Mineral Kit  
Premier System  
Make Up Brushes  
Facial System

Many of my hostesses book with just one thing in mind – getting their favorite set at ½ price which actually provides them a greater value than 50% off! For example, the MAKE MY MINERAL KIT is yours for \$50 – a total savings of \$98!!! You can’t beat it!

3. Your last Big Booking Seed is when you are almost finished with your presentation.

“If you have more on your wish list than your check book can afford, then you will want to have your own Jordan Essentials Spa Party! We love to reward our hostesses with ½ price items, free products and hostess specials. Please mark your order form if I can tell you more about our Hostess plan.”

“Look around the room. If you see a gift bag that is calling your name, please see me ASAP!!!”