

Get Bookings from Your Shows! 6 Tips from Top Demonstrators

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Most people who book a direct sales party do so while they are at a party. Encourage people to book by providing them reasons throughout your demonstration! Here's six quick techniques for getting more bookings from your existing events.

Tip #1—Have fun with it

The top reasons people book is to have FUN and learn something. Make your presentation fun and interesting. Offer to teach any technique they want at their own party.

Tip #2—Look for built-in opportunities

Talk about your hostess plan at least three times during your presentation. There are many built-in times to mention this: Once when you thank the hostess. Once during your catalog tour. Once when you collect the door prize slips. But it can also be as simple as holding up any product and saying, "You can get this free by having a party."

Tip #3—Mention the options

Talk about the different types of presentations you do. If they don't know you do bridal shows you'll never book one. Are you willing to do scrapbooking shows? Tell them. Mommy & Me? Let them know. What are your best nights or times to hold events? Be flexible and willing to work with them.

Tip #4—Put your supplies to work for you

Use your paper supplies! Put "just say yes" coupons in your catalogs, or door prize slips that mention bookings. Write: "Party at your place?" on their order forms. Have booking packets made up and ready.

Tip #5—Utilize your former hostesses

Ask your former hostess, if a guest at this show, if she remembers what she received at her show. "She received \$50 worth of products totally free!" Remind them about the cute projects they made. End by saying, "So, was it worth your time and effort to have a show?" She will say yes, of course!

Tip #6—don't neglect to coach your hostess

Coach your hostess to get bookings for you. Offer her an incentive to have two outside bookings before you get to her house. Remind her about it when you call to check in before the party.

I hope you've enjoyed these tips from seasoned direct sellers on how to maximize the fact that most people who book a party book it AT a party. Get that ball rolling by hosting your own party if you can't get a friend to do it. Workshops still work! Good luck.