

82 Ways to get Bookings...shared by Sales Director Jan Plyler

1. Send a catalog to a co-worker that has moved.
2. Send a catalog to your Tupperware, Discovery Toys, etc. reps. or exchange.
3. Post a catalog in the teacher's lounge at your child's school.
4. Post a catalog in the employee lunchroom.
5. Hold an open house
6. Have a booth at a school fair.
7. Advertise in your alumni newsletter and/or local newspaper.
8. Give a catalog to the receptionist at your doctor's or dentist's office.
9. Include a book or flyer with your bill payments.
10. Call past hostesses.
11. Put a current catalog in your neighbor's door, include a certificate for a free facial.
12. Ask friends to have a show.
13. Advertise in your church bulletin.
14. Take a Satin Hands recipe to every potluck.
15. Host an office party or brunch.
16. Mail out samples, catalogs and a wish list.
17. Host your own show. Could even be fundraiser for your favorite charity.
18. Host a show before or during a PTA meeting.
19. Get a list from Welcome Wagon. New people may be looking for a consultant or a new job in this area.
20. Set up a display at a craft fair.
21. Participate in a school fundraiser.
22. Have your husband or significant other promote the products at work.
23. Have you and your family members wear an MK t-shirt or sweatshirt.
24. Hold a Christmas Shopping Show for men (or for Mother's Day).
25. Offer a Christmas wish list to your guest and then call the gift giver.
26. Set up a display at a mall.
27. Put an "Ask me about Mary Kay" button on your purse or coat.
28. Ask past hostesses at shows to talk about their free products.
29. Hold an opportunity night nearby.
30. Random mailings. Open a phone book and randomly choose.
31. Mention hostess half-price gifts and other benefits at least 3 times.
32. Hold up higher priced products and mention half-price products to encourage bookings.
33. Mention how much your "average" hostess gets in products.
34. At the beginning of your show, mention the hostess goal.
35. Share upcoming specials at shows and during phone calls.
36. Tell your hostess how much she saved by having her show.
37. Encourage frequent customers to regularly plan shows.
38. Encourage hostesses to rebook a show in 6 to 9 months. she'll be the first to see and try our new products at her next show.
39. Treat hostesses to a special "Hostess Appreciation brunch".
40. Encourage relatives to book a show.
41. Call your realtor with suggestions for "new home packages".
42. Offer to do a class for your local grocery store.

43. Start an e-mail address book of customers who want to know what the monthly specials are. Don't forget to mention the hostess specials. If there isn't one, create one.
44. Encourage your hostesses and guests to refer potential hostesses to you.
45. Offer a bridal registry.
46. Promote the Bridal Party shows.
47. Describe and highlight the hostess plan during shows.
48. Be friendly and enthusiastic.
49. Follow through on every booking lead.
50. ASK, ASK, ASK.
51. Use open-ended questions, especially when dealing with booking concerns.
52. Use your products and samples at home, office, camping, parties, etc.
53. Read sales, self-improvement, and positive thinking books.
54. Call at least two potential hostesses every night.
55. Dream and imagine the possibilities.
56. Set goals and review them constantly. Post them where you can see them.
57. Ask friends to help you get started or reach a certain goal.
58. Use hostess flyers.
59. Use postcards and/or newsletters to continue to spark interest.
60. Follow up phone calls to particularly interested guests. They may decide later to have a show.
61. Have the hostess tell why she decided to host a show.
62. Give products as gifts or donations.
63. Don't be shy talking about your products or your business.
64. Smile when talking on the phone.
65. Review orders from past shows—who has bought frequently, etc.
66. Be prepared to answer questions about your work.
67. Write down names of people who "owe you a favor" then follow up.
68. Call the most familiar people first.
69. Call potential hostesses who postponed or never booked.
70. Spend time every day working on some aspect of your business.
71. Be willing to share the business opportunity.
72. Call anyone who has said "maybe" or "sometime".
73. Contact schools.
74. leave your business cards on bulletin boards or in local businesses.
75. Talk about upcoming specials with everyone.
76. Keep a list of special requests and let those guests know when that product is on sale.
77. Suggest hosting a show to do Christmas shopping without leaving home.
78. Offer a bonus for hostesses who book on days and/or months you need an extra show.
79. Give extra service and time to good customers—they will be repeat hostesses and potential consultants.
80. Carry a notepad to jot down names as you think.
81. Let guests keep a catalog or sales brochure to keep on hand or pass around work.
82. **BOOK A FOLLOW-UP GLAMOUR APPOINTMENT FOR EVERY SINGLE PERSON YOU FACIAL! DO ONLY SKIN CARE AT THEIR FIRST APPOINTMENT!**