

# ***How to Book Parties & Keep Them!***

## **Booking Parties from Scratch**

Here is the hard part – booking parties when you don't have a single party in your diary!

1. **Gardening** – this is a crucial element to your business to get your name out in the community to book parties with people you otherwise would not know. It is planting the seeds for your business to other women in business. Write this down - If you are not booked as solidly as you want to be it only means that not enough people know that you do what you do. It's that simple. There is no shortage of parties anywhere. If you question that then look in the Applause magazine that we get monthly with all the achievers! There are no shortage of parties any time of the year in any particular part of the country or in any particular industry. You just have to get your name out to more people. You can put together some little gardening bags or baskets and get ready to go out canvassing. Your gardening packet might include info on hosting a party, catalogues, samples, business cards, chocolate or lollies etc and again presentation is everything! Think of gardening truly as planting seeds – the more seeds you plant, the more blooms you will have. Also remember, it takes some time for plants to grow – or for you to get a response. Stay focused on the process and keep planting those seeds. Don't stop just because you didn't get any call the next day! Persistence and consistency is the trick to successful gardening. Make sure you always have your "gardening" gifts available so you can hand them out to everyone you see.
2. **Past Hostesses and Clients** – this is going to be your number one way to secure new bookings. This is the easy part because these ladies already know you and your product and don't necessarily have to be sold on the idea of having a party. You can go back through your past order forms and contact your previous clients and add a booking special. You can offer a past hostess an extra \$10 reward for every new person she has at her next party that you have not met before.
3. **Referrals** – Always ask for referrals. When someone says no to having a booking. The next question must be "Who do you know that might be interested in having a party?" Not "do you know". Remember we are all about asking a question that require more than the answer "no". Then if they say "I don't know anyone". You can say "if you think of somebody I just want to make sure that you have my phone number. You can offer an incentive to the person who refers for every party that holds. It could be \$10 or 10%. Your clients and hostesses when treated well will become your little sale force for you. So ask for referrals.
4. **Booking Blitz** – Make a list of every single person and phone number that you can possibly imagine. Truly everybody! Including your old hostesses and clients and you are going to spend 1 hour one night doing nothing but ringing every single person and asking for a booking. Your script is going to be really simple. This is all about just getting to "yes"

"Hi, it's Beth from Mary Kay. I'm calling because I am involved in a contest with my sister consultants to see who can get the most bookings in a 1 hour period. The one who wins is

going to get a \$250 basket to give away to one of our lucky hostesses. Can I count on you to be one of my bookings?"

And then hush. If she says yes this is what you do next. "Thank-you so much I have you down as a yes. I will call you back tomorrow to get all the other details and organise your hostess packet. If you could pls between now and then have a look at your diary and see when some good dates are and we will confirm everything tomorrow. Thanks so much! I can't wait to see you again!"

That whole process should only take about 1 – 2 minutes. This first call is not about specifics. You just have people who have said yes to having a party. If she says "no" then you say.."ok who do you know that might be interested in winning this \$250 basket?" It just reinforces again that someone is going to get this fabulous prize! Don't spend 20 mins on the time talking about dates or hostess rewards. Right now you are just getting to yes. It is your enthusiasm that will make this work. Be cheerful, excited and appreciative of her because she is one of your yes's and make sure you do actually follow up the next day. As soon as you hang up from her you call the next person and go through the exact same script everytime.

5. **Hostess Rewards** – If you have someone order or re-order remember to simply ask them "Would you like to have a party to earn this for free" and then hush. Do it before you get her payment information and do not automatically assume that just because she is calling to place an order that she is not interested in having a party. A lot of times they are waiting for you to ask. Be sure that if she says "yes" that you have the product there on the date of her party. If she says "no" then ask "Who do you know that might be interested in earning some free goodies this month?"
  
6. **Party Routine** – the more parties you do the more parties you book. The more "gardening" you do the more parties you book. The more referrals you ask for the more parties you will book. Using the Charlies Angels Success training you will get into a routine and habit of doing parties every week, coaching every week. The routine will make it easier especially when the snowball effect occurs. And that is what we are all aiming for. So this is the snowball effect. You do not have to book 15 parties tonight to fill your calendar. Set yourself a goal to book three by the end of the week. Then from those 3 book 3 each as bookings from bookings. If this week you have 3 parties and from those 3 you book 3 more you now have 9 parties. Each of those 9, book 3 more, you now have 27 parties! Now if you want party 27 days a month then go for it but if you see how this works it like the snowball effect before you know it you are booking your parties 3 and 4 months out. This is the snowball effect and it will happen. If you have 3 parties in your diary right now just make it a goal to have 3 from each of those and you are going to make it happen.

Bookings are truly the lifeline of our business. Without them you simply don't have a business. That's the bad news. The good news is don't overwhelm yourself with an empty diary in front of you. Don't get upset, don't kick yourself and don't start to think this business is not worth it because we are truly in the most magnificent industry around. Make

yourself a goal to simply book 3 parties in by the end of this week to be held by the end of January and watch for when the snowball effect occurs. You can do this. It's the hard part of our business but I promise you once you get into a routine and you get these things down pat you will turn around a month from now, two months from now and wonder why you ever had trouble booking parties.