

How to Book Parties & Keep Them!

Booking parties is absolutely the most IMPORTANT yet often the most DIFFICULT part of the party plan industry. Let's face it, if you don't have a party than you don't have a business. It can be very overwhelming for a new consultant or even a more seasoned consultant to look in your diary and find there is nothing there! Every aspect of building your business revolves around your ability to secure bookings. It is the most important yet for many in fact probably for everyone it is the most difficult aspect.

Booking Parties from Parties.

1. Firstly, **presentation** is everything! If the guests learn something, have fun, they enjoy the actual party then they are going to be more likely to want to do it again! If you are not getting a lot of bookings from bookings I want you to be really honest with yourself about your party presentation. Call me to discuss some tips, we have so much training available on this or shadow me or another consultant and we can work on this together. Make sure you have a really fantastic presentation and if you think yours needs some tweaking then spend some time on that..really work on it..when you concentrate on something and really want to make it better you will find that what was your greatest weakness will in fact become your greatest strength.
2. **Play a booking game.** There are lots of variations of booking games – all of these things are available on-line as templates and training library. There is one that I want to tell you about now though that you need to implement straight away. This is not necessarily a booking game but is more about referrals. I call it **“Just a Call Away”** game and you do it right at the very beginning of the party. Basically you get everyone to pull out their mobile phone and put it on silent or vibrate (also helps with crowd control as there is nothing worse than mobile phones going off during your presentation). Next you say “Ok this is the easiest way you are going to win a FREE gift tonight..dial this number” ...tell them your mobile number and “at the count of three, everyone click dial”.
Now when they do that a couple of things are going to happen. Obviously you have your phone in your hand too. Your phone rings and you answer your phone to see who dialled/got there first and give her a free gift just cause she called the fastest.
“ Now before you put your phone away let's save that number” and have them save it under your first name and Mary Kay. Then say “Ladies anytime you ever need me, be it a product question, problem, or whatever you might need then I am just a call away”.
3. **Mention the rewards** for being a hostess at least 3 times during your presentation. The more you talk about it the more it sticks in their mind. So mention it at the beginning, find a place to mention it again during the middle of your presentation...just find a break somewhere and go over it again. Then definitely right at the end when you are thanking your hostess. It should be one of the last things you say “Ladies again to earn free product...etc etc..you may consider hostessing a party yourself.

4. **Spoil your hostess!** She should be spoiled rotten. You cannot do too much for your hostess. You don't have to break the bank but treat her like a queen. Women love to be spoiled and made to feel important. We all love a little bit of extra attention. You want her to feel fantastic and then the other party goers want to be treated like that too. Just to be pampered and treated like a queen for that time...go all out with a tiara or feather boa or something to make a big deal about her.
5. **Have a fantastic hostess rewards program.** You can add special incentives but always follow the suggestions we make for hostess rewards..the things you can buy through the company or the special reward programs that your Director shares with you.
6. **Ask for parties!** Just ask for them – it's very simple but it's very seldom done! In the individual consultation ask each person when she would like to hostess her own party..not if, when. We ask questions that require more than a flat yes or no answer. So when you ask WHEN it doesn't give her the opportunity to say no she is not interested. She actually has to kind of think for a minute. The power of the positive nod is also essential here. Remember that when you ask a question and you nod the answer she will mirror you.
7. **Consider putting up a sign** up to help prompt you. One fun example is "If I don't ask you to have a party, let me know and I will give you \$5! If you really want to train yourself fast then bump it up to \$20 cause I promise you they will ask! They will want that money and you don't want to give away that money! It takes the pressure off too cause that sign can make it funny.
8. **Use your order forms** – there is a little questionnaire on the top right hand side. Question 2 says...would you be interested in receiving free products and earning hostess gifts? Use this in conjunction with her wish list because if she says yes to this question you can then refer to her wish list to see which items she did not purchase and call her and say "I am so excited that you are interested in having a party because that's (an item on her wish list) what the hostess rewards program is this month!" Then you ring the next lady and look at the items on her wish list that she did not purchase and you say the same thing. Change it up, it does not matter. Change it to be whatever she is wanting . She does not know any better. Is it worth spending \$15 for a party? Yes it is, it's always worth it and with the right incentive you can turn anything into a yes.
9. **Give a booking gift the night of the original party** – have something there and then to give as a gift for them to take home as soon as they make the booking. This is so important and will dramatically increase your bookings from bookings. Does that guarantee an absolute party – 95% of the time yes but you are still going to have cancellations. Nobody can have a 0% cancellation rate because life happens but it's spending a couple of dollars to secure a booking. The gift does not have to be expensive but has to be something maybe between \$3-\$5 and make it pretty. Remember presentation is everything.
10. **Party in a Bag** – again because presentation is everything the Party in a Bag is essentially a jazzed up hostess packet. Think pretty gift bags and things you can get from the dollar shops

you put everything in there that you would in your hostess packet plus a couple of extra cute things and it doesn't even have to be things that you are going to use at the party. You are not having to break the bank of this. So when she books that night she gets to take home a Party in a Bag. Have 3 of them made up for every party. At the most the 3 has cost you \$10 and if you walk out of the booking with 3 more bookings it is absolutely worth the \$10. Set them up on your table so they wonder what they are through the entire party.

11. **After a Skin Care Purchase** - As I mentioned during the Appointment, with Mary Kay our commitment is to bring excellence to you in our service by providing you with a review facial, ideally after you have been using your products for around 2 weeks, just to ensure you are achieving the desired results and are using your products correctly. If we need to make any adjustments to your regime we can do this at that time while your products are still under guarantee. Since we need to get together anyway, **is there any reason why** you wouldn't like to share your follow-up appointment with a couple of friends? By inviting 3 or 4 others, I am able to give you a \$25 Gift Certificate to spend at your appointment and we can try a new look at the same time. Let me see what I have available that will fit in with your schedule".

(Go on to make the booking, offering only 2 choices eg. I have Monday or Thursday free, what would be best for you?)