

HOW TO GET MY FIRST SHOWS UP

Having a successful launch done by your recruiter is KEY! When you make the biggest list possible, invite them personally and properly, remind, tag, and excite them to attend.....they will be able to hear all about our amazing benefits!

Work smarter not harder! Get them onto your show so Your recruiter will be able to ask for shows for you!

HOWEVER.....there will be many people who won't show up. It's a numbers game! Working on your bookings and recruit leads BEFORE your launch is what the most successful consultants do.

Finally - don't ever go for the MINIMUM you need! Ask everyone! Way not set a goal for 6 or 8 or 10 shows up?! Everyone DESERVES THE BENEFITS!

STEPS TO BOOK

1. MAKE A LIST

PREJUDGING is a killer for your business. When making your list think of EVERYONE. Don't decide "NO" for them!~ That's not fair.

You will always be surprised by who says YES~

Use the FRANK method. FRIENDS (past & present), RELATIVES (Moms, Daughters, Sisters, In Laws, Aunts, Cousins, Nieces, anyone 18 or older.) ACQUAINTANCES (casual friends....) NEIGHBOURS (past & present), KIDS (Anyone you know through your kids...school, hobbies, sports....).....

Remember we have products for everyone! Skin Care, Make Up, Body Care, First Aid. We have price points for everyone. We have Hostess Benefits

for people on budgets and WE HAVE OUR BUSINESS OPPORTUNITY!
You have 3 great benefits to offer!

2. PRIORITIZE YOUR LIST

Who are you closest to? Who would help you out? Who would be a good hostess? Who is the home show queen? Who is a helper? Who knows lots of People? Who is reliable! Who loves cosmetics? Who loves free or discounted stuff?

You want to ask 'most likely to say yes first' people! Let them know **"The company told me to be selective with my first shows and only to ask reliable people and I thought of you because."**

3. OFFER THE BOOKING PERSONALLY TO EACH PERSON WITH THESE WORDS

Example 1a) and b)

A)“ _____ One of the things about Aloette that I'm most proud of is their Hostess Program, it's the best I've ever heard. One of my qualifications to earn their free kit and start my business is to have at least 3 reliable hostesses and I thought of you because.....(Use one of the comments/compliments above...ie. You love shows; you are so reliable....people Trust you.....you love cosmetics....).....would you do me the honor of being one of my first qualifying hostesses? I'd really appreciate it.

Virtual shows are so easy since there is no prep, and our average hostess earns \$100's of dollars in free or discounted products. What do you think?
“

B)“I need at least 3 reliable people to have shows to help me get started. You get a minimum of \$100 in products for just \$20 plus other bonuses and I get my kit so it's a win/win for both of us. They also have great sales for your guests so everyone benefits. I thought of asking you because.....”

Example 2: (Be sure you decide on your dates with your manager based on when you will get your kit and know your show.!)

"Mary, I'm so excited!! I'm starting a new business with Aloette! Are you familiar with their products?? (Wait to see their response) I absolutely love the results from using the products and wanted to share them! I am looking for reliable friends to host one of my first shows and thought of you right away!! I can't wait to spoil you with our amazing hostess benefits!! I have open _____ or _____!! Would one of those work for you?"

Example 3 - If someone places an absentee order from your launch/debut.

"yes, thats a great item, you can for sure get that at regular price, but I can get it for you for \$xx if you hosted your own girls night. Where do you stand on hosting to get that item and \$100s more of free or discounted products? Virtual is so easy since there is no prep, and xx (prev hostess) would also get \$100 in product as well. What do you think?"

Example 3

Where do you stand on hosting your own virtual girls night to get everything you want and need between this party and your own. With virtual my hostesses end up getting between \$400-\$600 worth of free or discounted products for. Virtual is so easy since there is no prep, AND xx (prev hostess, would also get \$100 in extra product as well. I'm just launching my business and would really love to do a show for you and your friends. What do you think? "

4. BE READY FOR SOME OBJECTIONS: Objections are you friend! They mean there is interest but she has a problem for you to solve!~

"I don't know if anyone will come?" or "I don't know very many people."

"I totally understand. I wondered that too with my launch. If you could get some people to come would you do it? Ok, I can tell you that we have a whole system for inviting them and creating interest and right now with people being 'locked in' they are looking for a distraction! Also not everyone will come....don't worry about that. Let's just go ahead and see who we can get. I'll give you the exact words to invite them! I'll guide you every step! What day would be better for you? _____ or _____?"

"I don't think my friends have any money.:"

"I really understand. None of us really knows what situation others are in right now. But if they would come on would you do it? So let's be sensitive to this but not prejudice anyone. I know I wouldn't want someone to exclude me from anythinghow about we invite them (I'll give you the words) and let them decide for themselves? I also want you to know that we have something at every budget level, and we also have our amazing Hostess shopping sprees they may want to take advantage of! I can also give them a job! LOL! So let's just go ahead...How does that sound? ..

"My friends are partied out.":

"I get it! Our industry is booming! What a good sign! That means they attend these things! LOL! Ok so have they been to a skin care and cosmetics show recently? You know these parties are like going shopping. Someone doesn't go shopping and then needs a break! LOL (when we can shop) but it is about the product and if it's of interest to her! Right now (seasonal focus) is a great time because _____(New Year, new season, new products..?) What do you think if we just invite them and see?....."

or "I get it. Our industry is booming! When do YOU think would be a better time? I promised myself I wouldn't be a pest with this so I want to get back to you when it's right? What do you think? 3 weeks? A month? Ok let's go ahead and put you in pencil for that..... what would be better for you when you do have it? A 'Monday or a Wednesday?" I have open _____"

"My friends don't use make up."

“That’s great because we are primarily a skin care, body care and first aid company even though we do have great make up! We honestly have something for everyone! How about we focus on those things when inviting them? “

**** Always close with “What date would be best for you _____or _____”**

5. MAKE A LIST OF FUTURE BOOKINGS

There will always be people who say no or some other objectionthat you may not be able to solve.

“So ____ (name) is that No Never, or No just not right now?”

Great. When do you think a better time would be? I promised myself I wouldn’t be a pest....so I would prefer to get back to you when YOU say it’s right?

If she doesn’t give a time suggest.....(In a month or 2? Next season)? and put her in your Aloette Monthly Minder with personal details so you know when to get back to her and why!

Always build a list for the future!