



Suggested Dialog for booking appointments with friends or family.

A great way to start is invite them to a party YOU are hosting. Help them have a great time so they will want to book one of their own parties!

When booking parties – start with those you know like to throw parties.

Those who have had parties recently that YOU were invited to.

Review the suggested dialogs and choose one that fits your personality and product or service.

1. Hi_____, How are you? Is this a good time to chat? I am getting a few friends together for a (girl's night out pampering session) or _____ and I thought of YOU because_____!

I would Love to have you come as *my guest!*

Pause for her answer

We are getting together on _____ at _____ / How does that work for you?

2. Hi_____, this is _____.

How are you? Take a few minutes to create a connection. Is this a good time to ask you a question??

I just started a new business (*pampering women*) or _____

and am inviting a few friends in who will help me by allowing me to (**pamper them**) or _____ and **giving me feedback.**

(So, my question for you is,)

Would you be **open** to trying something new and letting me know what you think?

Pause for her answer!

3. HI_____, How are you??

I was wondering if you would be willing to help me out with something.

Well, you know _____-have been looking for a way to _____-and I think I (we've) found it.

But before I invest in advertising, I wanted to ask a few friends that I trust to check it out

(kind of a look under the hood sort of thing) and tell me what they think.

So, would you be willing to check it out for me?

YES, ANSWERS: CHOOSE THE APPROPRIATE ONE FOR YOUR OFFER

Never offer more than 2 options at first. You can adjust as needed, however, people will decide easier if not given so much to choose from.

Remember, if YOU don't run your business, IT will run you!

1. If yes – great I will save you a spot!
2. If Yes – “GREAT, I would **love** to have your opinion on it.”
Would you be available on _____ at _____?
OR _____ at _____?

IF NO IS THE ANSWER – CHOOSE THE DIALOG APPROPRIATE FOR THE CONVERSATION

1. If no – thank them for their time and ask if they know of anyone they would like to give their spot at the session to.
2. IF No – “I understand, could I ask you one more question?
Is there anyone you could **recommend** that might be **open** to a complimentary _____ as **long** as they will give me feedback?”
3. If no, I’m so sorry you will miss it! I am offering a personal session to the friends that just can’t make it – would you enjoy that?

BOOKING THE APPOINTMENT:

(Always 2 choices!!) Keep your conversation focused on two choices at a time.

- **Party type** – _____ or _____.
- **Personal Appointment or Party**
- **Day or Night / Week day or Weekend**
- **Time – only 2 options!**
- **Finalize by setting a coffee date if it is a party so you can get the guest list and coach her.**

- **Party type** – _____ or _____

Which one would interest you the most?

I listen and ask questions as to ” why” they chose the session they did.

Briefly describe – (Stories sell, information tells – share a story or experience they will have)

A personal consultation, ask about what concerns you, find out what is new to you that will solve a concern or curiosity.

- **Personal or Party**

I offer two types of sessions – a one on one here at my home or

If you have friends you would like to treat, this is my gift to YOU and your gift to them. I will come to YOU and get a special gift for sharing your session – which is better you?

- **Day or Night / Week day or Weekend**

Would you rather a day or evening appointment? OR WHATEVER YOU CHOOSE TO OFFER!!

I have 2 openings - _____ and _____

Which is better for you??

- **Next step – choose the time – again only offer 2 times!**

If she says - (I want to ask my friends first)

I have used this response “That’s a great idea --- but -----what’s the first thing they will say??

“Yeah, maybe, but *WHEN??*”

So, the best thing I offer is to pick a date that I can be there, because I am bringing everything, and a date that YOU will be there, because you are the hostess, *and then* start asking who could come on that date.

Finalize the appointment - COFFEE DATE PLAN /Guest list back in 48 hours,

Choose how you would like to support your hostess. I am using a coffee date to secure the guest list and create a stronger connection with the hostess.

Here is some of the dialog I currently use.

“Just so we are both on the same page”:

Your guest list is what holds your date on my calendar, so I have a ½ price GIFT for you when that is done in the next 24 hours. (you can give them longer if you choose – but the longer you give them the more likely it will not get done)

Set a coffee date to meet with your Hostess face to face to review her guest list, help her think of who would be a great fit for her event, choose her hostess gifts ahead of time so she has something she is working toward, and if you can, give her ways to collect outside orders for the party ahead of time.

Have fun – don't reschedule unless it cannot be helped! This is your Business – treat it like one and you will succeed! Even a small business can be successful when done with purpose and consistently.

Please take your guest lists seriously- they do make a difference in your classes holding and the attendance!

Follow through to get the guest list on time – no guest list generally means no party!