

Your income and success as a leader directly relates to how effectively you influence team bookings. There are several things you can do to create a growing, prosperous team with lots of Shows on their calendar!

The benefits to you are obvious...

- The more Shows you and your team hold, the greater your income.
- You will reach your team volume goals.
- The Consultants on your team will become more successful.

The benefits to your Consultants...

- Increase their income and earn Bonus and Show Me the Money.
- Book more Shows because it is easiest to book Shows at Shows.
- Share the opportunity with more people and hold more opportunity appointments.
- Move up in L'BRI leadership.
- Earn special promotions and trips.
- Reach their goals and feel successful!

There are 7 primary areas of focus to influence team bookings:

1. Your personal example

- An exciting personal goal is having at least 10 Shows coming up in the next 4 weeks.
- Consistently strive for multiple bookings at Shows.
- Consistently make customer care calls. These calls can lead comfortably into offering the benefits of having a few friends together and sharing L'BRI.
- Consistently make calls to book Shows.
- With this level of activity, you will...
 - Be certain to hold 6-8 Shows and book additional Shows.
 - Comfortably sponsor your Hostesses and still have plenty of future bookings.
 - Increase your sales and income.
 - Share the opportunity with more people and sponsor.
 - Have opportunities to train your Consultants by inviting them to observe your Shows.

2. Sponsoring new Consultants

- Start new Consultants with the expectation that they hold a Debut in their first few weeks. Suggest they date an additional two Debuts to give everyone on their Contact List a chance to attend a Debut so they can discover all that is amazing about L'BRI.
- Coach new Consultants just like a hostess so their Debuts will be huge successes. What a positive way to start!
- Call new Consultants' first 6 Hostesses to ensure their first Shows on their own are successful. It's best if these are 3-way calls so new Consultants learns how to hostess coach as well. (A simple 4-point script is in the Leader Academy.)
- Promote earning Showcase, Quick Start and VIP Hostess Coupons.
- Help new Consultants sponsor new Consultants by helping them identify potential sponsoring leads and share the opportunity – each step of the way at first.



3. Providing New Consultant training

Most Consultants continue at the pace at which they start. That is why it is wise to help all new Consultants start with Debuts and Shows on their calendar.

Here are some things you can do to help them get off to a successful start:

- Set goals with new Consultants. What are some of the reasons they became a Consultant? Why is it important to them? How much money would they like to make in their first month? Help them make a plan to reach their goals.
- Help them develop a robust Contact List – at least 60 names. Their initial goal is to get L'BRI on all of their faces!
- Encourage holding Debuts to introduce friends and family to L'BRI. Guests attending will be more likely to book a future Show if they have tried and love the products.
- Ask who they know that may want to start as a Consultant with them - Someone they'd like to work with, someone who needs extra money, something who love the products.
- Be sure they are excited about the Hostess Rewards, knows how to share them and create a desire to book a Show.
- Discuss “words to say” to book Shows both on the phone and at Shows.
- Help her see how one Show can begin a long chain of future bookings.
- Explain the importance of overbooking to account for postponements. Recommend starting with 6 Shows or more on their calendar.
- Take them on Shows with you. Ask them to take notes on what you say to sell sets, book Shows and share the L'BRI opportunity.

4. Organizing effective action-driven training meetings

Every training you hold should inspire Consultants to book Shows and include training on how to create a desire to have a Show. Consultants learn in different ways, so you will want to vary your training method to keep learning this “basic skill” interesting and engaging. (Refer to the *12 Methods of Booking Training* in the Leader Academy.)

Here are just a few ideas:

- Lead a group discussion by asking Consultants: Why book Shows? When can you book Shows? How do you book Shows? Who will book?
- Invite a successful Consultant to share what she does to book Shows.
- Do your Show presentation. Ask Consultants to list everything you say about booking Shows and then list them all on a flip chart. Ask Consultants to select the one thing they will add to their Show presentation.
- Have a “booking blitz” during a meeting. Ask Consultants to bring customer phone numbers and their cell phone. First provide some training on what to say and then have Consultants make calls for 20 minutes. Have a drawing for each dated Show.
- Discuss the “power of one!” Just one booking can lead to a new chain of business – increased income, earn an exciting promotion, meet more people to sponsor, book more Shows, etc.
- Promote the special reasons to contact people right NOW – new product line, monthly Hostess Bonus, great Product Special, seasonal gift giving (Mother's Day, Father's Day, Christmas, etc.)
- Train on how to increase guest attendance. The more Guests attending Shows, the more opportunities to book Shows. And, the more guests attending who are NEW to L'BRI, the

greater chance of more bookings. (Statistics show that 75% of bookings come from people NEW to the product.)

- Train on how to promote the amazing Booking Rewards and how to coach hostesses to work toward earning several. Ask the Hostess to have at least one Show booked before the Show.
- End training with an incentive to book more Shows in the next three days. Be sure to follow up with Consultants the next day to remind them of the incentive. Let them know that you believe they can do it!

5. Inviting Consultants to observe your Shows

Consultants can learn so much about booking Shows by observing how it's done. Ride together to and from the Show to take maximum advantage of this opportunity.

- *Before the Show* – Recommend the observing Consultants take notes. Ask them to watch and listen for ways you book Shows: In the opening, with booking seeds, when presenting the Hostess Rewards, using the cascading Booking SLIDE, Beauty Profile sheets, using a wish list, and inviting each guest individually while taking orders.
- *At the end of the Show* - Ask Consultants to sit with you during “check out” time so they can observe how to date a Show, how to book a “close-in” date, how to control your calendar so you can book on the dates that you want to fill.
- *After the Show* – Ask Consultants to read back their notes. Discuss what they observed and answer any questions.

6. Providing effective coaching calls

- Encourage Consultants to set a booking goal each month.
- Share your belief in them. Build their confidence.
- They can use their income goal, Bonus, Show Me the Money or a promotion as a guide.
- Encourage them to book a specific number of Shows before your next call.
- Help them develop their action plans – Who will they contact? When will they contact them? What will they say?
- Praise them for their efforts and achievements!

7. Recognizing Consultants

- Always recognize what you want duplicated.
- Promote Show Me the Money at every training. It is an incredible tool to support increasing bookings, increase incomes and increase belief and confidence.
- Spotlight Consultants who held Shows.

You make a difference!

- Lead by example by holding Shows. Feel the confidence of having 10+ Shows up.
- Gain credibility and respect when Consultants see you in action at your Shows.
- Let Consultants know that you believe in them and their ability to book a full calendar and be successful with L'BRI.

Seeing Consultants experience the joy of success and achievement
is one of the greatest rewards of influencing team bookings!