



Ask Everyone - YES, MAYBE, no

Shared by L'BRI VP of Training, Lin Ragle at Leadership Insight, Jan 2018

A L'BRI home Show is the most effective way to meet 8–10 new people, give them the opportunity to experience L'BRI products and make the best choices for their skin. Plus, during the event they get to know you and you have a chance to get to know them.

When you think about it, women need to take a break from their busy lives; they enjoy having fun getting together; and they like to share things they love with their special friends and family members.

Women will plan a L'BRI get-together IF...

1. They like YOU! That's why it's so important to build relationships.
2. They like L'BRI. They experience the products and learn why and how to use them.
3. They see that hosting a Show is simple, fun, easy and rewarding.
4. **YOU ASK THEM!** This is probably the most important reason of all.

Once I finally learned this concept, I began holding an average of 2 Shows a week. I knew I needed to ASK everyone, so I found a way to ASK in a very comfortable and kind of fun way. At the end of my Shows I'd offer three response choices:



YES, MAYBE, or no

Here's what I'd say:

"It's been great sharing this time with you. I hope you learned some valuable things about how to take care of your skin and have also been impressed with our pure, safe, effective and very affordable L'BRI products. I'd love to see you again, so I'd like to know how you feel about sharing L'BRI with some of your special friends and receiving a free and discounted collection of L'BRI products as a thank you.

1. *If you have been thinking of some people who you think would also enjoy discovering L'BRI, please write YES on your Beauty Profile and we'll find a date that will work for you.*
2. *If you're not really sure; maybe you want to check your calendar, check with your friends first, or even try the products for a while, just write MAYBE.*
3. *And, if you are pretty sure you don't want to share L'BRI, write NO, but... please write it very small because I'm a little sensitive." (I would say this with a big smile. Everyone would always giggle at this and would actually write "no" very tiny.)*

During CHECKOUT time, I'd see how they replied:

1. If they said YES, we'd set a date.
2. If they said MAYBE, I'd ask them to share what the MAYBE means... check with friends, check calendar, try products for a while?
 - If they said they want to check with their friends first—That's a great idea! What I've found is, when you check with them to see if they'd like to attend, you'll find their first question will be: When is it? So, let's pencil in a date. If you find that most of your friends can't make it on that date, we can always change it.
 - If they say they want to check their calendar—that's great! These are the two best dates for me. When can I check back with you to see which one will work best for you?

- If they say they want to try the products for a little while—that's great! You'll see some nice results in just a few days. I always contact my new customers about a week after they receive their products to answer any questions and to be sure they are seeing the results expected. When I check in with you, I'm confident you will love L'BRI and want to share it with your friends. We can look at a date that will work best for you.

3. If they say NO, I'd say with a smile again, "Thank you for writing your 'no' so small. That's so kind of you. I'm just curious, does your no mean never or just not right now? If they say not right now, ask them when would be better for them? If they say never, let them know that you'll love taking care of their skin care needs, and ask them who they know that might want to try L'BRI.

After experiencing lots of success with this approach, I wanted to share this with my team. I tracked the results from my next 4 Shows, and here are my results:

4 Guests replied YES
14 Guests replied MAYBE
I'm not sure how many replied no.

Some of the 14 guests who replied MAYBE did "pencil in" a date. Some of these dates worked out to be good for them after checking their calendar. Some of the dates were changed to a better one.

Imagine... 14 guests were not ready to say YES at the Show, but by giving them the option to reply MAYBE and encouraging them to pencil in a date that could easily be changed, or giving them the option to try the products for a few days before deciding to have a Show, I ultimately added **10 MORE BOOKINGS** to my calendar!

I hope you will try this booking method. I'm confident it will work for you as well. Let me know how it goes!