



TIPS FOR CATALOG SHOWS, POP UP SHOPS & VENDOR EVENTS

Shared by Sue Nelson and Lori Stone, L'BRI Executive Managers

TIPS for a Successful Catalog Show & Pop Up Shop:

1. Start with an excited hostess and good hostess coaching.
2. Make Catalog Show basket attractive and eye-catching.
3. Include a personal note for guests.
4. Use a tracking sheet for samples given.
5. Shoot for 8+ orders.
6. Share the L'BRI business opportunity with hostess.
7. Follow-up with each guest who orders.

TIPS for a Successful Vendor Event:

1. Ask the organizer questions to familiarize yourself with the event.
2. Invite another L'BRI sister to join you.
3. DRESS FOR SUCCESS!
4. Have a beautiful display and something that will draw attention to your table.
5. Arrive early and introduce yourself to the other vendors.
6. SMILE and interact with guests and vendors.
7. Focus on getting NEW customers, selling samples, booking Shows and identifying potential sponsoring leads.
8. Ask open-ended questions.
9. Offer a raffle.
10. Take notes on drawing slips.
11. If you get a NO, offer L'BRI vs. the Competition brochure.
12. Notify the home office staff of the date and location of your event.
13. FOLLOW UP!