

Amber's Booking Tips



Amber Juslen was recognized at our 2014 *Reach for the Stars* National Convention for holding 122 Shows, and earned the Spirit of L'BRI award as well as other top awards. At Convention she shared how she books multiple Shows at her Shows.

Amber began by saying, "I love doing Shows! Every Show is different, and I see it as an adventure to win the guests over so they love the product, while giving them a party experience they won't soon forget! I love helping women figure out what will work best for their skin issues. I love helping them get a ton of free products and gifts. And I love gaining friendships. After just a few parties, I realized that I fell in love with these awesome ladies who are now my customers and friends!" Here is a short recap of some of her ideas:

1. Believe

- ★ Be confident and believe in yourself because you can do it!
- ★ Express belief in the product. When you believe what you are saying, you will see the results you want. You know that L'BRI is amazing; the booking rewards are FANTASTIC; so SHOUT IT OUT!
- ★ Come prepared: Always bring a minimum of 4 booking bags to each party with more in the car. You never know... today may be the day you book 6 parties!
- ★ Practice your Show to get more confident.

2. Keys to Booking Success

- ★ The #1 reason guests book Shows is because they LIKE YOU! Make sure to develop a good rapport with your guests.
- ★ Think positive. Before you walk into the party, tell yourself positive affirmations OUT LOUD. Some of my favorite are:
 - I am so excited to be here!
 - I am going to make this Show fantastic for my hostess!
 - I love people!
 - Everyone wants to book a Show with me!
 - I am amazing!
 - I have \$1,000 Shows!
- ★ Your goal is to help your customers and hostess have the best experience possible. By helping your hostess, and focusing on her and her guests, you will naturally book Shows.
- ★ I always ask for a blessing for my hostess and to send anyone who needs the gift of a L'BRI business my way.
- ★ Have specific goals for the Show: Know how many Shows you would like to book, and remember 2 or more bookings means you're building your business.

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3. Ways to Build Rapport

- ★ Get to know each guest.
- ★ Warmly introduce yourself.
- ★ Find things you have in common.
- ★ Ask: "How do you know our hostess?"
- ★ "What do you do for a living?"
- ★ "What do you do for fun?"
- ★ Lastly, ask her about her skin
- ★ Be sincerely excited.
- ★ Build relationships. Guests are more likely to book when they feel comfortable with you.

4. Booking Seeds

- ★ Your biggest booking seed is actually your hostess's testimonial. Have her tell her guests what she's noticed about her skin since starting L'BRI, and why she wanted to have a party.
- ★ When the previous hostess is there, have her tell the guests what she received from having her party! Encourage her to come.
- ★ Give them your own personal booking testimonial: "When I had my Show, I received \$625 in products and had 3 bookings! I had so much fun; I was just blown away!" Share your fears and how it all worked out.

5. Subside Fear

- ★ There are a few main fears when having a party:
 1. I don't know enough people.
 2. No one will show up.
 3. My friends don't have any money.
 4. I don't want to pressure them into buy something.
 5. My house is too small or inadequate.
- ★ Your job is to erase their fear before it has a chance to take hold. To do that, give your personal testimonial. "When I had my party, I thought I didn't know anyone and no one would show up. My Consultant was awesome at helping me invite the right amount of people. Not only did 14 people come, but they all bought almost the same thing I bought, and they were thanking me for inviting them! They had never experienced something as awesome as L'BRI."

6. Present the Booking Rewards

- ★ After your guests have experienced most of the products, it's time to bring out the booking slides! Emphasize each slide.
- ★ Make sure to tell them that your hostess needs a minimum of 1 booking...but when she gets X amount of bookings; let them know what she will get!

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7. Present the Party as a Gift

- ★ Put your hostess booking materials into a colorful gift bag: I put samples, a small loofa, catalog, steps to a successful show, and tic tac toe.
- ★ I offer a travel size Trio for anyone who books a show and buys a set.
- ★ Make positive reinforcing statements: *"I am so excited to give you ladies the gift of beautiful skin and help you take home the entire catalog, all while enjoying some fun with your friends!"*

8. Checkout Questions

I like to ask these 4 questions at checkout:

1. *"Did you have fun?"* This takes her mind off of ordering and sets a positive tone.
2. *"What would you like to see happen with your skin?"* Let her decide so you can guide her purchase in the right direction while being within her budget.
3. Book the party without asking her directly: *"Since you're getting a Basic Set, when you have your party, all your friends will want the same thing!"* Or focus on all the awesome L'BRI products she isn't getting but you know she would love to have.
4. *"Have you ever thought of doing something like this?"* This is a great opportunity question.

9. Checkout Bookings

- *"How awesome would it be to take home \$400 in L'BRI products?"*
- *"I have my available dates listed here. Is there a day of the week that would work best for you?"*
- Genuinely tell her why you would like to have a party with her.
- If she is hesitant, ask, *"What is holding you back?"* Work through her booking fears using feel – felt – found. Refer to the *Responding to Booking Objections* which is found in the Learning Center.
- Set a tentative date. This can seal the deal. *"Let's set a tentative date. That way if you need to change it, you can let me know in the next 24 hours."* This allows you to proceed with hostess coaching.

Thank you, Amber for sharing how you book multiple Shows at your Shows!