



## Question: Want to Have Higher Sales, Bookings and Sponsoring Leads at Shows?

Answer: Build Guest Attendance!

WOW the invited Guests by calling them personally BEFORE the Show!

The purpose of these calls is two-fold:

1. to help build attendance for your Hostess. The more guests the more sales, bookings and sponsoring leads
2. to begin building a warm rapport with the guests even before they arrive at the Show

The people you call are much more likely to attend because they will feel comfortable with you and know you care about their skin care. You're not a typical "salesperson".

Let your Hostess know that one of the ways you can support the success of her Show is to extend a personal and professional invitation to her guests and get to know their skin care needs in advance. Get the guest list from your Hostess and call the guests who say they are able to attend the Show.

Write the guest's name and phone number on a Beauty Profile. As you gather the answers to the four questions below, fill them in on her Profile.

*Here are some words to say:*

"Hello, Sandy. This is Amy Walker. I'm the L'Bri Consultant who will be doing Jane's skin care Show on (date). I'm delighted that you'll be joining us! (If she has not heard of L'BRI, share a few brief highlights about the products.)

To help prepare for the Show, I like to get to know a little bit about the guests who are attending so I can be sure I have the appropriate information and products available for you. Do you have a moment to answer three quick questions about your skin? ... Yes... Great!

1. How would you describe your skin type? (Dry, oily, normal, combination) L'BRI has beautifully balanced skin care sets that are design for each skin type.
2. Is there anything you'd like to change about your skin? (dryness, wrinkles, enlarged pores, blemishes, sun damage, sensitivity, dullness, rosacea, eczema) L'BRI has the perfect products to help you with those concerns. I'll be happy to recommend some solutions for you.
3. Are you familiar with the first ingredient in the products you're currently using? You'll appreciate the quality ingredients used in L'BRI products. The first ingredient is Aloe Vera which provides healing powers to each product.

Is there anything else you'd like me to know about your skin? Are there any questions I can answer for you?

I think you will be very impressed with the quality of L'BRI's pure and natural products. I'm really looking forward to seeing you on (day). We'll be starting at 7:00. And, you're welcome to bring a friend or two with you.

Thank you for your time. See you at the Show. Bye, Sandy."

When guests arrive at the Show, you will both feel that a warm and trusting relationship has already begun! By increasing guest attendance, you and your Hostess will have the higher sales, more bookings and more sponsoring leads.