

Bookings ~ Free Sparkle
Regional Rally 2017

- How many of you would love to make 2017 the year that you meet your show goal every month? I would we all would like that. Booking shows has nothing to do with luck or location but everything to do with YOU having a whatever it takes attitude. Believe it or not everything in your business will be a direct reflection of how healthy your jewelry shows are.
- One thing is for sure the jeweler who holds consistent shows brands herself as the jewelry lady in every aspect of her life. Not just at jewelry shows or Premier functions. She realizes a great first impression is of the utmost importance. She goes out and about and to her shows with a fashionable/professional image, she doesn't don't dress for the crowd she is currently in but for the crowd she desires to be in. Our image brings credibility to the table. One of the BEST parts of

your image is a smile and fun attitude. Social Media, if done correctly can help with your branding. What you do not want to do is continually ask for shows or sales!! That just looks like you are begging for business and honestly people want to work with busy people, because they feel like you know what you are doing. Good ways to use is by posting LIVE videos with Spring Trends, show the jewelry's versatility etc. Or even just post pictures of what you are wearing.

- Let's start with ways outside of a jewelry show to build momentum...
 - Remember.if you do not ask the answer is ALWAYS no...Keep in mind, you are asking with NO expectations, when you establish this mindset you no longer take it personal. Remember each no moves you one step closer to a yes.

- If you are in need of new contacts you need to network, join the chamber, a networking group, an exercise class, book club, single moms group, bible study
- Higher end apartment complexes to set up in their club houses
- Bank managers to set up events
- Swap a show with a consultant outside of your area,
- Vendor events (using Janes Concepts). (Display, Gift Card, 5 minute style shows
- Personal show/Mystery Hostess Show each month but DO NOT focus on HUGE or do not exhaust all contacts ex Top 5 Hostess with \$15 coupon if they bring a friend, next month Top 5 Clients with \$15 coupon if they bring a friend, Family, Friends, etc....

- Look and advertise for Fundraiser opportunities.
At the fundraiser show offer an additional \$25 donation after each new show is held.
- Super Saturday
- Previous Hostess VIP Shopping Spree drawing~ Do a drawing from past hostesses and they WIN a \$30 gift card and 5 \$10 gift card(minimum \$30 purchase)
- Now let's focus on what to do at shows.
- Ask for referrals in specific areas
- Realize that bookings start at the beginning of the show. Arrive early so you can meet and greet! Your goal should be to become one of . If the first time you speak to them is when you get up for introductions the you are simply the sales lady! You want to start those relationships from the beginning.

- Incorporate some of the concepts from Jane Francis' style show. But I am going to say if what you are doing is working & you are consistently adding 2 shows on average from each show then do not change a thing. Just because there is a new buzz going around does not mean it is the right thing for everyone.
 - Example of booking activity.
- Focus on speaking to the ladies of 2017, which are SUPER busy and focus on bringing your value to the show. YOU truly have the opportunity to connect women together (which we LOVE) and provide a shopping made easy experience for them under the influence of their friends!! During your fashion segment (mid-point), focus on showing 3 collections of jewelry. Generally I show 2/3 necklaces from each collection with the focus on them complimenting one another. They use the I love it List on the back of their

Profile list. I also try to focus on sets that layer well together so that they will want them both

- Style Perks aka hostess plan by draping jewelry and the go right into my booking activity which I will role play later. The key here is you MUST do this to bring them to a point of decision, & you must be confident. The only way to become confident is to consistently do shows!!
- Incentives & giveaway for 3 booked shows that night
- Will there be times that you do not get shows booked from the activity ABSOLUTELY! This is where shop time & check out! Re- ask everyone to do a show, this is where the wish list can be very effective. Your job is to become the solution to her objective!! YOU see not being pushy. Also make sure that you do not disappear during shop time, mingle and have your listening ears on. When you hear Susie tell her friend, I really like that watch, but does not buy it, well @ check

out I am ready for Susie...I simply say Susie I overheard you say you really like that watch, I have a deal for you, if you pick a date on my calendar tonight that will be a gift to you from me.. Yes ladies is cost me \$\$ but that's another payday! If I get no bookings there is no hope to make future \$\$ No, but if she books and has the average \$500 show I have still profited over \$200. Sometime you have to spend a little to make \$\$

- After the show challenge your hostess to add the additional shows
- Last but not least, make sure that you re – book you hostess, if they have a good experience they are usually more than willing to do another show with in the next 12 months
- Consistent jewelers can be described in 3 words
 - 1. They are deliberate, what they do they do intentionally.

- 2. They are consistent, they not only know what their doing but they are doing it consostently
- 3. They are willful, they make a choice to do it

○ **The Habit Poem by John by John Dilimme**

I am your constant companion.

I am your greatest helper or your heaviest burden.

I will push you onward or drag you down to failure.

I am completely at your command.

Half the things you do, you might just as well turn over to me,

and I will be able to do them quickly and correctly.

I am easily managed; you must merely be firm with me.

Show me exactly how you want something done, and after a few lessons I will do it automatically.

I am the servant of all great men.

And, alas, of all failures as well.

Those who are great, I have made great.

Those who are failures, I have made failures.

I am not a machine, though I work with all the precision of a machine.

Plus, the intelligence of a man.

You may run me for profit, or run me for ruin; it makes no difference to me.

Take me, train me, be firm with me and I will put the world at your feet.

Be easy with me, and I will destroy you.

Who am I?

I am a HABIT!

- I pray that you will make the choice to form great habits in 2017, so that you can be that jeweler who consistently meet her show goals every single month