

Power Hour

(Belinda Elsworth notes with “input” by Allison Mitchell)

With busy schedules **FOCUS** is key to accomplish the most important items on our list! Women like to claim that we are multi-taskers but many times we start multiple good tasks but bring fewer to completion. We must learn to stay committed regardless of our shows, hostesses, replacements, and/or downline! The **COMMITMENT** must happen first so our **CONSISTENCY** can remain to find success in calls and shows! Regardless of your personality you can incorporate this into your business! Make it fun (sanguine), make it organized (melancholy), do it on your schedule (phlegmatic) , JUST DO IT (choleric)!

The concept of the POWER HOUR is amazing! By splitting your work hour into 4 segments and spending 15 minutes in each of these four areas you will see incredible results! These four income producing activities will take your business to the next level. Realize that these are items for your personal business – the basic foundation that you can’t let slide (regardless of your downline!)

1. Bookings – leads for shows – those that have showed interested and you need to get a date or they have said “not now”.
2. Sponsoring and leads – suspects and prospects alike! It’s a list to work from and process!
3. Customer Care Calls – See the 2+2+2 method on this below!
4. Follow Up with Hostesses!

You can use color coded folders for each of these or get a 4-5 subject notebook. At OfficeMax there is one with built-in dividers and each divider has 2 pockets for loose papers or notes! The key is getting the information to the correct folder/page so that when you start your power hour you are ready to make calls! The hour doesn’t include finding the numbers and getting organized ☺ After each show or when you get home and have gotten a lead go straight to your notebook and record the information – name, numbers, good times to call, and other information you learned about her (where she works, children, need) so your call can be warm and effective!

Most of us wait until we are out of bookings to make calls and this can come across desperate, whiny, begging, maybe talking fast, and definitely not confident.

Bookings – remember that the number one reason people book is for FUN! (Says the surveys of direct sales people) So, even on the phone we need to help her visualize a fun time at her house with her girlfriends! If we totally focus on the free jewelry (which is the number #2 reason people book!) there can be fear that they won't be "average" or their friends won't be able to come and what if..... BUT if they have fun the other doesn't matter! So, we need to say things like "I had so much fun at Suzie's show and it was great to meet you there! I can't wait to meet your friends! Your friends will love the spring fashion tips and trendy new pieces of jewelry...."

Sponsoring – Did you know that 50% of the guests leave the show (says the same exit surveys) wondering and/or considering doing something like you! So, we must INVITE them to hear about what we do! Additionally, only 5-10% come to us and say they would like to get a packet or information. 70% don't say anything, they are listening and watching and wondering! Make it a very safe environment for people to ask questions! These sponsoring calls are a must!

Customer Care Calls (2+2+2) – There is amazing return on your investment of time here! Consider making calls to your customers! They love customer service!

- 2 days after placing the order – Very simply thank them for coming and placing their order! Let them know when their order should arrive. Most of the time, the next day they think about what they didn't get and want more or want a catalog. They've even talked to their friends and some are ready to do a show after getting positive responses! The call "ups" your professionalism and trust that you will take care of them **and** their friends if they have a show!
- 2 weeks after the show – this is a service call! Did you receive your jewelry? Is there anything else I can do for you? If you ever need gifts, please call me! Would you like to be on my list for sales and promotions?
- 2 months later – Re-servicing – Touch base! You may want to pick a monthly featured item and let them know you will be placing a special order to top customers this FRIDAY! You can base the item and conversation around the season! Be prepared to do replacements if needed! SERVICE!!!!

Be organized with numbers and when to call! You have heard that activity breeds activity and this activity produces GREAT RESULTS!

Follow Up with Hostesses – This is your hostess coaching and making sure she is excited and informed to have the best possible show! Stay in touch her your hostesses and never forget that you are placing your business in her hands! It can be a WIN/WIN situation!!!

You decide how many times a week you can have a POWER HOUR! Check this out!

4 times a week – INCREDIBLE results

3 times a week – GREAT results

2 times a week – GOOD results

1 time a week – results

YOU DECIDE!!!!!!