

TIPS ON BOOKING

By Jenny Spain

- 1 Look sharp.
- 2 Be enthusiastic.
- 3 Get the dollar signs out of your eyes.
- 4 When you knock on the door for an appointment; think bookings, bookings, bookings. It's better to have a \$100 class with 2 bookings than a \$200 class with no bookings.
- 5 Think of your customer's next interests, not yours.
- 6 Look and act busy.
- 7 Have datebook full. Even if it's with birthdays, poems, anniversaries, or recipes.
- 8 You select the date. Give them a choice of two times.
- 9 Book close in- never book over two weeks away.
- 10 Make your hostess feel special.
- 11 Have a booking list going at all times.
- 12 Remember to always overbook- "life happens" and people have to postpone sometimes.
- 13 Always send thank you notes to your hostess in advance.
- 14 Remember booking is sharing.
- 15 Remember you won't book everyone you ask.
- 16 Having a booking goal per day. I recommend two per day or 10 a week to cover any postponements.
- 17 Try each idea five times.
- 18 Remember booking is a numbers game.
- 19 Follow the three foot rule. Anyone coming within three feet of you is a booking prospect.