

The 10 SHOW WEEK

Here's How to Get it Done!

"Top Ten Tips for Success"

By NSD Sabrina Goodwin Monday

1. Identify the dates for your week and do not change.

You must wrap your mind around the idea, break it down into bite size pieces. I had to embrace the 10 Show Week and start to see it before I accepted it, then I was able to go to my next planning stage. Make it happen within that time frame you select. Prepare your mind for postponements and how you will quickly replace the show. **If something falls out you must fill in**, be very flexible.

2. Identify your hostesses (they should be strong).

Think of one good hostess that would immediately have 2 friends to invite (a show is a minimum of 3 people) and build from there. I believe you should already have a relationship with them for example, customers, PTA moms, church members, work out buddies, etc. Women who you believe they will hold when they say they will hold. Make sure you choose **quality women** who will bring you **quality guests** for your show.

3. Get on the phone and start to book them right away.

Be creative, (if there are 6 people at your show, you can count it as 2 shows, or combine a facial with a double facial to create a show) be exciting, drop the buzz phrase "new mineral powders."

Booking script:

"Hi, Linda this is Sabrina with Mary Kay. I'm so excited! We have a brand new Mineral Powder on the market, and I'd love to get your opinion. I've got a huge challenge going on right now. I must see 30 faces in the next 7 days and I knew I could count on you. Is Tuesday or Wednesday better for you?" (I solidify the appointment with HER first, then go for the show). "Linda it's so much fun to have you plus two! You will receive a great hostess gift!" (romance whatever you are giving away). Solidify the date and time, and then confirm. "I've gotta see you on Tuesday, the challenge period is short." (If you are booking your 10 show week two weeks out then you can send invitations, pre-profile, coach fully. If you are booking within the next 7 days, ask them right away what two girlfriends they will invite. Follow up immediately and make sure she has contacted her guests). Give a warm "thank you" for helping you with your challenge.

4. Have an incredible Hostess gift.

Sweeten the pot. Give to get the booking! (company hostess gift, MK product, hostess discount, MK gift card) - **keep it simple!**

5. Care enough to prepare.

Get organized, pack lightly and professionally, (if you walk in with 5 bags, nobody will want your job!) have adequate inventory, get your samples. Get your personal look hooked, spend extra time on your glamour, extra time on your outfit. Look like a million dollars so they will buy what you are selling. Let your family know about your

challenge. It will not be business as usual. You will be gone a lot. Plan your meals, book the sitter, etc.

Do whatever's necessary to be ready for business!

6. Have an attitude of expectancy.

No negative self talk, turn the no's into next, keep the main thing, the main thing - **the 10 Show Week.**

7. Work with the end in mind.

You don't have to do this forever - just right now - short term sacrifice for long term gain.

8. Polish your persuasion skills.

Decide to be irresistible during your 10 show week. Work on your people skills. Smile more, laugh more, make a deeper connection with your clients. They fall in love with you first, before they fall in love with your product. This is an opportunity to book future appointments, and plant seeds for the business opportunity. You should walk away with a minimum of 10 - 13 new bookings and at least 5 - 6 hot prospects.

9. Partner Up!

Find a Power Partner that will hold you accountable to the 10 show week! A POWER Partner NOT a pitiful partner.

10. Have fun!

Enjoy the journey, the increased confidence, cash flow and momentum. You will see a minimum of 30 faces in 7 days and should see a minimum of \$2,000 - \$3,000 in retail sales.