

Dating Away From Parties

Scheduling The Time

It is so important to make the time to date away from parties. It is an essential part of a successful business. If you have an empty datebook, you should make dating time when you would normally be out doing a home party. For example, if you would like to be holding two parties each week, and your datebook is empty, you should spend the two time slots reserved for your parties to do your telephone work. Hire a reliable baby-sitter or ask your spouse to watch the kids. You need the time to work without interruptions.

Attitude

Think positive and make dating calls a habit. Chances are that you are not going to date a demonstration with every call. Don't think of each call as a make-or-break situation. Focus on your customer and her needs. Work in a group or with a buddy for support. If you have a fear of the telephone, talk with someone who dates regularly. Probably they were nervous at first, too, and can offer suggestions that could help you. Just get startedand keep going!

Who To Call

Prepare your calling list before you start. Use old guest logs and order forms. They are "warm" leads since they have either attended one of your parties or purchased TW from you before. If you are fairly new in the business, check with your Manager or Distributor for lists or names. "Big Mac" calls are contacts made the morning after a party to guests who placed outside orders, left the party early, or someone you did not have the chance to personally invite to date. They are great leads for dating since they will remember you.

Set A Goal

Decide how much time you will spend dating each day or how many contacts you will make. It is important to set a goal so that you have something to work toward. Start out by making 5 contacts each day (it only takes a few minutes), and build from there as you become more confident.

Organize Your Work Area

Every job requires preparation to use time and resources effectively. Have a datebook, pen, desk space for writing, calculator, parts catalog, a current catalog, monthly brochure, Hostess flyer and party planning supplies. Develop a follow up system.

Prepare your voice

Make your voice sound warm, inviting and enthusiastic. Call your answering machine and listen to yourself on tape. Make sure that voice is the one you want your Hosts and customers to hear.

Prepare Your Approach

Have an "interesting Building" statement in mind for each customer. Pick one thing to share with them to peak their interest.