

# your captain's LOG!

November 2010



*Celebrate & Connect*

*thirty-one*<sup>TM</sup>

## BOATLOADS OF BOOKINGS

Regardless of its size, a ship can't sail without water; likewise, your Thirty-One business can't "sail" without bookings.

## READY FOR BOOKINGS

You're in the party plan business, so you've got to plan for your parties!

1. When?

2. What?

## BENEFITS OF HOSTING A PARTY

Think of booking parties as another product that you offer. Just like you share the benefits of totes and purses, it's important to know the benefits of booking a party so you can share them with potential Hostesses.

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## BOOKING AT YOUR PARTIES

Parties can produce more parties when you make sure to mention bookings at least three times during each party. Here are three different ways to highlight bookings:

1. At the Start of Your Presentation:

2. During Your Presentation:

3. After Your Presentation:

## LIST OF 62

Every experienced captain knows the importance of keeping a lifejacket handy. Think of your List of 62 as your lifejacket for your business. New Consultants are encouraged to develop this list when starting their business, and it's a good idea to update this list regularly. Some of the folks on your list will become Hostesses and Recruits. When that happens, replace them with new people you're meeting at your parties to keep this list full. If you find yourself with fewer bookings than you'd like, you can reach for this "lifejacket" for smoother sailing!

| name | PHONE | NOTES |
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| 62. |  |  |

## BATTEN DOWN YOUR BOOKINGS WITH HOSTESS COACHING!

Make sure you and your Hostess are not like two ships passing in the night – regular contact and follow-up is key for a successful party – and a boatload of free products for your Hostess!

### BEFORE YOU EMBARK:

- Hostess Packet
- 40 Guests in 4 Minutes
- Hostess Coaching Checklist

### MAKE SURE SHE “KNOWS THE ROPES”

- Review basic Hostess program
  - Half-price & Free products
  - Exclusive Hostess Products
  - Free Shipping with sales of \$500 or more
- Highlight monthly specials
  - Customer Special* – Coach her as to how to use it to generate interest and excitement for her party.
    - *January 2011 -- Promote the Tote!*
    - *\$10 Classic Thermal Totes & \$8 Small Thermal Totes with 1/2-Price Embroidery on All Thermals*
  - Good Things To Say:
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    - 
    - 
    -

Hostess Special – What it means for her

- *January 2011 -- After Party Bucks! Host a party in January and get free products now and new Spring/Summer products later or exchange her After Party Bucks to get a **FREE** Hostess Exclusive Travel Item now!*
- Good Things To Say:
  - 
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## COACH YOUR HOSTESS TO A PARTY THAT'S "SHIP-SHAPE!"

| item/timing  | PURPOSE  |
|--|--|
| <p><b>Hostess Packet</b><br/><i>(Immediately upon booking)</i></p>   | <p>Prepares her for her Party<br/><i>Packet should include:</i></p> <ul style="list-style-type: none"> <li>• Hostess Flyer</li> <li>• 30-40 Invitations</li> <li>• 3-5 Catalogs</li> <li>• 1 Catalog for Hostess to build her Wish List</li> <li>• 3-5 Order Forms</li> <li>• 2-3 copies of Monthly Specials</li> <li>• Living Your Dreams Flyer</li> <li>• A personalized cover letter or note from you</li> </ul>  |
| <p><b>Initial Contact</b><br/><i>(Ideally within 24 hours of booking;<br/>Face-to-face is preferred when possible)</i></p> | <ul style="list-style-type: none"> <li>• Thank her for booking</li> <li>• Confirm date/time</li> <li>• Build enthusiasm &amp; affirm your commitment to her success as a Hostess</li> <li>• Review Hostess Rewards/Hostess Packet contents</li> <li>• Ask her to start a Wish List of what she'd like to earn for ½ price and Free as well as Exclusive Hostess products</li> <li>• Share importance of attendance in meeting Wish List goals and encourage her to over-invite</li> <li>• Help her develop guest list using FRANK (Friends, Relatives, Acquaintances, Neighbors, Kids' friends)</li> </ul> |
| <p><b>Contact #1</b><br/><i>(One week following initial contact)</i></p>   | <ul style="list-style-type: none"> <li>• Confirm that her party date is still good</li> <li>• Confirm that she's completed her guest list and remind her to over-invite</li> <li>• Explain how outside orders can help her reach her goal</li> <li>• Ask for her Wish List</li> <li>• Encourage her to think about who might be interested in booking or becoming a Consultant</li> </ul>  |
| <p><b>Contact #2</b><br/><i>(Ten days to two weeks before the party)</i></p>   | <ul style="list-style-type: none"> <li>• Share your enthusiasm and reassure her of your commitment to her success</li> <li>• Confirm that she has sent invitations</li> <li>• Check to see if she needs additional materials – invitations, catalogs, order forms, etc.</li> <li>• Answer any questions and reassure her if she seems to have any concerns</li> <li>• Encourage her to send reminder e-mails or make reminder phone calls</li> </ul>   |

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| <p><b>Contact #3</b><br/><i>(Two to three days before the party.)</i></p> | <ul style="list-style-type: none"> <li>• Tell her how excited you are</li> <li>• Confirm time, address and directions to her house as well as what time you'll arrive to set up</li> <li>• Review what you need – display table, area to tally orders, etc.</li> <li>• Confirm number of guests to assure you bring enough catalogs and materials</li> <li>• Answer any remaining questions and build her confidence</li> <li>• Remind her to consider the business opportunity; she's well on her way to building a business with her guest list!</li> </ul> |
| <p><b>At the end of the Party</b></p>                                     | <ul style="list-style-type: none"> <li>• Thank her for her efforts</li> <li>• Calculate her rewards &amp; let her know how close she may be to the next level</li> <li>• Share the opportunity by showing her how much she would have earned as the Consultant</li> <li>• Close the party or set a date to close</li> </ul>   |
| <p><b>After the Party</b></p>   | <ul style="list-style-type: none"> <li>• Send a handwritten thank-you note (within 24 hours and ideally on a Thirty-One notecard!)</li> <li>• Make a follow-up call after her Party has shipped and ask if she has any questions</li> <li>• Keep in touch and let her know about special Hostess offers she may be interested in</li> <li>• Invite her to Hostess Appreciation or Opportunity events you may offer</li> </ul>   |

**CAPTAIN'S LOG:**

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## KNOW THE ROPES OF RECRUITING

The bigger the ship, the more a captain needs a crew to help run that ship. Your “crew” is the recruits that you bring on board. Invite them to join you on the sea of success with Thirty-One!

## KNOW YOUR WHY

Create a 30-second commercial to share when people ask “What do you do?” Use the following five criteria to develop your commercial.

1. Concise
2. Distinctive
3. Relatable
4. Engaging
5. Interactive

## LAND HO!

You don’t need a telescope to see recruits on the horizon! Remember that recruit leads are everywhere and always be on the lookout for your next shipmates!

| AT YOUR PARTIES | OUTSIDE OF PARTIES |
|-----------------|--------------------|
| 1.              | 1.                 |
| 2.              | 2.                 |
| 3.              | 3.                 |
| 4.              | 4.                 |
| 5.              | 5.                 |

## DON'T MISS THE BOAT!

Pay attention to questions that indicate an interest in the Thirty-One opportunity:

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|----|----|
| 1. | 3. |
| 2. | 4. |

Answer their questions and then ask a few questions of your own:

- |    |    |
|----|----|
| 1. | 3. |
| 2. | 4. |

THINK YOU'D RATHER WALK THE PLANK THAN ASK SOMEONE TO JOIN YOU? WHAT IF NO ONE HAD ASKED YOU?