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Training 101 - Customer Information Card (450 Series)

Keeping track of customers and building a useful and effective customer base, is critical to keeping the momentum of your business going. After talking with your customer, or after the party, make notes about the conversation you had such as; her job, kids, husbands name, special events coming up in her life, and the products she ordered. That way, when you get in contact with her in the future, it gives you credibility. By making it personal, you'll connect with your customer, building both a relationship, and loyalty.

Top ten things to remember when using the CIC.

1. Remember to make notes about the customer on the back of the CIC in comments box.
2. Make sure to file them by Hostess, Name or Birthday.
3. Make sure to get their e-mail address for future e-mail newsletters.
4. Remind them to tell their significant other about their wish list.
5. When you call, ask them about something you talked about at the party.
6. Encourage them to fill out the "Who do you know?" area of the card for referrals.
7. LOOK at the answers to the questions before you start totaling up your customer orders, that way, you will know if you should send them home with an information packet.
8. Always look at your customers wish list when you total up her order, that way you can talk with her about her items, and what she plans to do with them.
9. Make sure to talk to your hostess about becoming a consultant if some of her guests said they would have a party for her.
10. Make filling out the CIC easy, fun and rewarding by offering a special drawing for those that fill it out entirely as well as add three things to their wish list.

Hostess Name and Show Date are critical to organizing your CIC's. This information can often turn a cold call or contact into a warm one. One thing that you can do when using the CIC's is after talking with the customer, or after the party is over, go through all of them and make notes about the conversation you had with each customer such as her job, kids, husbands name, special events coming up in her life, and products she ordered. That way when you get in contact with her in the future, it gives you credibility and women are very impressed when you remember who they are.

For example, here's a conversation that you may have after reviewing the information on the CIC.

"Hi Kelly, this is Cherie with ABC Company. We had met in June at Mary Henderson's show, how are you? Do you have a couple of minutes? I know you are due to have your baby soon, and I was wondering how you are feeling? I remember that you purchased our wonderful widget at Mary's show, and I was wondering how you like it? You know, that is one of my most popular items, and I knew that you would love it. Listen, I also wanted to let you know about..." Hostessing a show, wish list item on special, upcoming special, incentive you are trying to earn...

By making it personal and really connecting with your customers builds both a relationship and loyalty and makes phone calls a lot easier to do.

Questions Overview

This portion of the CIC is THE MOST CRITICAL to you as a consultant for sponsoring and future booking opportunities, which are both

Hostess Name: _____	Date: _____	
Name: _____		
Address: _____		
City: _____	State: _____ Zip: _____	
Home Phone: _____	Work Phone: _____	
E-mail: _____		
Would you like to earn FREE or DISCOUNTED products by becoming a hostess? Yes _____ No _____ Maybe _____ Month _____		
Would you like to receive information about our business opportunity? Yes _____ Maybe _____ No Thanks _____		
If our hostess became a consultant, would you help her succeed by being her hostess? Yes _____ No _____ Maybe _____ Month _____		
Who do you know? <i>Thank you for your generosity!</i>		
Name	Phone	Relationship

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key to being a successful consultant with ANY direct sales organization.

One thing you may want to do is tell the guests to wait until the end of the party to fill out the front. Here's the reasoning... How many of you, (don't all raise your hands at once) have been to a party or show and the consultant talks FOREVER! They go on, and on, and on, and on..... and you just want to hang out with your girlfriends, eat some food and order some cool stuff? Let's face it, do you attend your girlfriends' party because you are dying to sit through a 45 minute presentation and find out about the history of the attending company, every single item they carry, and how the hostess plan works in detail?? Or did you go because you wanted to support your friend, help her get some stuff for free, get a 'me time' break from the kids, and hang out with your girlfriends. Many times, shows such as the first example actually turn guests off to scheduling a date.

So, here is what you could say:

"In front of you is a pink wish list, (always give it to them wish list side up) please feel free to fill this side out, and for those of you that are dying to turn it over to see what's on the front, you will

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find that is where I collect all your vital information. If you would do me one favor though, please wait until the end of the presentation to fill out the questions at the bottom. I know that we are all invited to many of these events; I have been in your seat before. I promise you that my presentation will be short, and our time together will be fun, so give me a chance to show you that having a party with me would be well worth your time!"

Question #1

Would you like to earn FREE products by becoming a Hostess?

YES, obviously cut and dry!

NO and Maybe are often times the same thing just interpreted differently. Sometimes no could mean:

1. "Not now, I am in the process of selling our home and will be moving soon."

* Perhaps when she moves in she could have a party and invite all her girlfriends to show off her new purchase, or to get some items for her new home for free.

2. "Not now, I just had a show with another company and I don't want to invite my friends to another one."

* Obviously she has shows, so she is not against hosting them. Ask her if you could give her a call in a few months or when the new catalog comes out so she can have one then. Also, perhaps many of her friends weren't able to attend the last show, so she may not have repeat guests if she books with you.

3. "I just lost my job and my stress level is way too high to host a party!"

* **I smell a potential new consultant.** Sympathize with her and let her know that your company may be just what she needs to make some extra money while she is "job hunting". Many times it will become a long term career, but right now she just is concerned with paying the bills. Let her

know some of the financial benefits of being a consultant as well as how rewarding it is to work for yourself and not someone else. Then make sure you send her home with an information packet.

Always review the wish list on the back, and show your customer how it would benefit her by holding a show or party, and how she could get some or many of the items for free. You may phrase your question like this, "Is there any reason you wouldn't want to get together with your girlfriends, and receive items that you love for free?" Always remember to send her home with a hostess brochure and set a date to follow up. Then be punctual.

Question #2

Would you like to receive information about our business opportunity?

Once again YES is obvious.

Maybe - is looking for confirmation as to why this opportunity is for them. Encourage them and their potential (without being fake) at being successful at doing what you do, this will require you to pay close attention to your guests as the show progresses. For example:

- **If your guest had many items on the Wish List you could say** "I noticed you really like the products we have. One of the benefits you would have as a consultant is great discounts, let me get you some more information about additional benefits of being a consultant and set a date (within a week) to follow up. Be sure to follow up and be punctual.

- **If your guest was very inquisitive during your presentation.** You could say "I noticed you were asking a lot of questions about what I do, the company and our products; let me get you some more information about the benefits of being a consultant." Set a date (within a week) to follow up. Be sure to follow up and be

punctual.

Again, No may be No, but it also may be not now. Talk to her about the answers to her the questions, and find out all you can about why she answered what she did for each. **NEVER be pushy! Simply find out information and let HER talk!!**

No matter what, if you send the guest home with information about the benefits of being a consultant and set a date (within a week) to follow up. Be sure to follow up and be punctual.

Question #3

If our hostess became a consultant, would you help her out by hosting a show?

YES - This answer by itself on one CIC shows some interest in having a show for the individual.

Consider saying, "Not only could you be helping a friend launch a new business but you could get the following discounts and free items as well."

Close by saying, " Let me get you some more information about additional benefits of being a Hostess, and let her know that if the hostess doesn't become a consultant, you would be delighted to help her get the items on her wish list for free or discounted." Then set a date (within a week) to follow up. Be sure to follow up and be punctual.

MULTIPLE YES'S - can be a GREAT recruiting tool for a hostess who may be considering an opportunity as a consultant but have not made a definite decision. Many times, your hostess is your best sponsoring lead. Try presenting this option to a hostess who has multiple friends or family willing to host shows for them.

You may say something like this:

(This example is showing you how to make it personal; you use your own story.)

"Mary, you had such a great par-

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ty! You seemed to have so much fun, and I know your guests did. You are a natural at hosting. I am so excited for you because I don't know if you know just how much your friends love you, but you have 4-5 of them that said if you were to become a consultant, they would support you by hosting a party for you! I know that when I became a consultant with this company, I was so excited about the business, but concerned as to whom would help me get it going by hosting a party. Sometimes finding those first few parties to launch your business is the biggest hurdle when starting a business. The great thing is that your friends have already done that part of the job. I know you would be great, you love the products, and I would be so excited to have you on our team. Can I leave you some information about our consultant benefits, and talk with you about any questions you may have when we close the party?"

YES or Maybe: Make sure to send them home with a hostess packet, and set a date (within a week) to follow up. Be sure to follow up and be punctual.

NO – This can be a time saver in eliminating future booking prospects. If a guest is not willing to host a party for a friend or family, they will be highly unlikely to host one for you.

And finally, timing is everything!

When presenting the CIC during your show there are a couple of options to choose from.

Option 1 –

After your show has begun and introductions have been made take a moment to give each guest their own CIC with "My Wish List" facing up. Be sure to let the guests know that the other side will be completed and collected later during

the show. Near the end of your presentation have your guests complete the front in entirety. (Consider offering a drawing for all fully completed CIC's to encourage completion)

Here's how it may sound when you are presenting the wish list...

"...now that we have done our introductions, I wanted to get right into talking about some of our great products. Before I do that, I wanted to share with you about the green piece of paper I am passing out. On it, you will see that there is an area to make a wish list, and Ladies, that is what I want you to use this for. This is not a list of what you are buying tonight, or what you think you can afford. I want you to think of this as, 'If I could get anything I wanted, what would I get from the catalog?' There are three reasons that I want you to make your wish list:

1. To find out what sort of style or types of products you are interested in. That way if we get a new product in our line like what is on your wish list, I can let you know about it right away.

2. If an item on your wish list becomes available at a special discount for any reason or will soon be discontinued, I will be able to provide you an opportunity to buy it before the discount ends or the item is no longer available.

3. The wish list works in conjunction with the "It's just what I wanted club!" This is a club for those of us that have a husband or significant other that sometimes needs a little help selecting gifts for special occasions. How many of you have received a tool or fishing pole for your birthday, or notoriously get a bottle of perfume for your anniversary. This is a way to get some products that you REALLY want and not have to feel guilty about it, or have to make the purchase yourself.

Just fill out the bottom of the wish list, and then mention that you did this to your significant other so that they will know that I met you and you gave me permission to call him.

For those of you that are dying to turn over the paper to see what's on the front, you will find that is where I collect all your vital information. If you would do me one favor though, please wait until the end of the presentation to fill out the questions at the bottom. I know that we are all invited to many of these events, and I know what it is like to be sitting in your seat, especially during a long presentation. I promise you that my presentation will be short, and our time together will be fun, so give me a chance to prove to you that having a party with me would be well worth your time! Now, onto our incredible product line!"

Option 2 –

Near the end of your presentation after everyone has seen the products and how a show works, have them complete "My Wish List" first.

"...Okay Ladies, now that you have seen our products, as well as experienced how easy and fun it is to have a party with this company, I am going to pass out a green slip of paper. On it, you will see that there is an area to make a wish list, and Ladies, that is what I want you to use this for. This is not a list of what you are buying tonight, or what you think you can afford. I want you to think of this as if I could get anything I wanted, what would I get from the catalog? There are three reasons that I want you to make your wish list:

1. To find out what sort of style or types of products you are interested in. That way if we get a new product in our line like what is on your wish list, I can let you know about it right away.

