

Customers, Hostesses and Big Talking Fans — How to Find What You Are Looking for with Ease

WITH EASE

You want to be so easy to work with. It is your job to do everything you can so that your customers are happy, and to do everything you can to make sure your hostesses are successful. Always ask yourself how can you make their job easier.

RAVE, RAVE, RAVE

You have only great things to say about your company. You have only great things to say about your products and the people on your team because you are a professional. Give feedback to your upline or company representative when something is not right. Do not share it with friends, customers or acquaintances.

ADD A FRONT OF THE CATALOG STICKER TO INCREASE ORDERS

Put a sticker on the front of the catalog that indicates who is having a show and when it is. Also include ordering and payment info and a reminder to book a show. You will find this will increase your outside orders, referrals and bookings considerably.

PUMP UP YOUR HOSTESS COACHING

Before your show, ask who is attending that would make a great hostess. Ask who cannot make it that would make great hostesses. Remind her what she gets when someone she refers books a show with you.

EXPAND YOUR HOSTESS NETWORK

Ask your hostess who are the 3-5 people that are coming that know the most people. Ask her to ask them to share the event with their network, reminding them of a benefit for doing so. Also make an additional incentive for your hostess. Have 5 guests bring a guest and receive a _____.

PLAY A GAME WITH YOUR HOSTESS BEFORE HER SHOW

Ask her which incentive she is interested in: advance bookings, advance sales, referring new recruits? Customize your incentive to her.

SEND OUT A VALUE ADDED MONTHLY EMAIL WITH AN INCENTIVE

You cannot call every customer every month. Stay in contact with them via email. Consistency over time creates results. Each month at the same time send out an email with a product usage tip and an incentive to book or refer a hostess or refer a business builder. Each month have something different. Consider following a theme based on what time of year it is. Recognize that

you need to provide value-added info, not just specials and incentives.

FIND A D.I.V.A.A.

Leaders often say I am looking for more people just like me. Unfortunately you cannot clone yourself. You can create criteria for the kind of business partner you are looking for and focus on finding that kind of person. D.I.V.A.A. is the criteria I suggest you use. You want someone who is Decisive, Influential, has a Vision, a positive Attitude and is Action-Oriented.

BE SPECIFIC IN YOUR SEARCH

The worst thing you can do is say to someone: "Do you know anyone who might want to do what I do?" Instead ask a specific question that implies the person will have an answer. "Who do you know that is nearing retirement from their job?" or "Who do you know that will be relocating to a new area?" or "Who do you know that is working a full-time job and would much rather be at home raising her children?"

MAKE A COMMITMENT AND MAKE TIME FOR YOUR BUSINESS

If you put regular time and attention on your business, if you treat it like a part or full-time job—meaning you consistently show up and work—you will find that your business will grow. You must commit yourself to devoting regular time on your business for 3-5 years before it will be very lucrative. Make the commitment and down the road you will reap the rewards.

SAY THANK YOU SEVERAL TIMES

In the world of professional fundraising the industry standard is to say thank you seven times. As a direct seller you say thank you when you get the booking, say thank you when you call to coach your hostess, you thank your hostess publicly in front of her guests, give her a gift to say thanks, say thank you again in private after her guests leave, send a thank you note when you get home and if you have a newsletter or even an electronic update that you send out, put her name in there and say thank you again. That is seven ways. It is easy and you cannot say it enough.

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Caterina Rando, MA, MCC, coaches women in direct selling to book, sell, recruit and lead their teams with ease. She facilitates *The Business Breakthrough Coaching Program* and the popular tele-courses *Direct Selling with Ease®* and *Recruiting with Ease®*. She is a professional speaker, master certified coach, and author of the bestseller *Learn to Power Think*. She is a co-author of *Build It Big—101 Secrets from Top Direct Selling Experts* and *More Build It Big—101 Secrets from Top Direct Selling Experts*.

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