

PARTY POSTPONEMENTS – FIXING WHAT IS UNDER YOUR CONTROL!

Whether it's the weather or another excuse you might need to brush up on your party planning techniques and maybe perhaps, you might be accepting excuses from your hostesses too easily?!?!?!?

Consider this—

1. **Do you send a Thank You note to every hostess within 24 hours of setting the date of the party?** IF you don't, you should. It takes a couple of minutes to thank the hostess for dating a party and tell her you're looking forward to doing business with her. How could someone postpone when they have someone as lovely and professional that cares for them like you!
2. **Do you give every hostess a party planning packet and take the time to go over it in person or on the phone?** Do you design a Tupperware party for the host with the host? Make it a partnership and coach her on the importance of getting the guest list back to you in 2 days and to call her guests and personally invite them. Don't wait to find out where the guest list is until the week of the party...it's too late then! You could offer a free gift for getting the list back to you in 24 hours. It's a partnership you both need to do what it takes.
3. **Do you offer a "Date & Hold" gift??** We've got some great ones that you can use right now in the current promotions. Do you know what they are? The Key chains can be attached to the party packet with curly ribbon and they look great! Create the desire for your potential hosts to date a party with you!
4. **Do you send out monthly brochures for every party??** To be honest, you shouldn't even consider a party "real" unless you are mailing out brochures 7-10 days before the party. Why? Because if they aren't out in the mail you probably won't have a party. Think of the guest list and mailing the brochures as the insurance policy for a successful party.
5. **Do you work with each host to set a gift goal??** If not, you should!! If your hostess chooses a gift goal for a specific gift she won't want to cancel or postpone, because she'll want the gift. Your job is to help your hostess want a gift like it is worth a million bucks! Design the party with her, and show her what it takes to get the gift she wants.
6. **Do you accept excuses from your host too easily when one tries to postpone or cancel?** Why not call every host you have for next week (do this every week) and tell her that she won a prize as the winner of your "hostess for the week" drawing. Then you tell her you'll bring the prize to her party. She won't cancel or postpone because she will want the prize. (this is a great way to give away some of your samples or older products that are in great shape.) Another idea is to find out the alternative for this hostess... perhaps another day/evening that same week or perhaps she could have a friend or relative be a stand-in hostess for her party and it still could be held. Do what it takes not to loose business.
7. **Let every hostess know how important her party is!** Keep in touch with her once a week with a quick message in her voice mail or an e-mail or a post card. Don't wait till the day before the party to find out how everything is going.

Be enthusiastic about your business! It rubs off on your hostess and they'll want to do business with you! Remember, focus on what's in it for them, show them how they can get it and you'll have a hostess for life!