



## **Booking Strategies Attitude, Incentives, & Planting**

Help your Downline team members keep their calendars full with BOOKINGS!

How many times have you heard?

1. No one wants to book a demo.
2. No one wants to ask their friends to buy products.
3. Everyone cancels their demo bookings
4. I hate to ask for bookings or referrals.

The first key element of Book to Build is BOOKING! Without a full calendar of demos and events, a distributor revenue river will soon dry up and Downline will become discouraged, unhappy and unproductive in no time.

How can you help your Downline team members to keep their calendars full of bookings?

Here are a few simple steps you can follow to help your Downline achieve booking success!

### **Attitude**

Change attitude about booking. Lead your team members away from saying, "I hate asking for bookings" by helping them change how they ask. Rather than asking, "Would like to host a party/demo?" and setting them up for a negative response, why not ask for the booking like this? "I'm so glad you're enjoying SeneGence products, let's help you earn more products for FREE or purchase at a discounted price! " Giving instruction allows for the prospective partner (hostess) to inquire how they can earn the free or discounted products.

### **Incentives**

Become familiar with the Partner for Profit and Hostess Appreciation Programs. Do you and your Downline team members have these simple to use and motivating incentive programs memorized in order to tell your prospects the benefits in a clear and exciting way?

Here is a great script for telling potential Partner for Profit and Hostess candidates about the SeneGence programs:

"When you host a SeneGence Product Demonstration, you will earn a 10% Discount off your purchase when your demo sales total \$500.00. From there as your sales increase you can earn between 15% to 30% discount on products. For the bookings we receive at your demonstration you can earn up to 50% off your product purchases! When would be the best time us to book your demonstration ... mornings, afternoon, evenings or weekends?"

## **Planting**

Plant seeds for booking throughout the entire Glamour Demonstration. Remember; use your partner (Hostess) to help you do this. Ask questions through the demonstration such as:

“Mary has been using SeneDerm with SenePlex skin care for 4 weeks now, doesn’t her skin look great?”

“ Mary is earning discounts on her product purchases tonight, if you would like to earn discounts on the products that you will be purchasing, I would be happy to book a demonstration with you and your friends and family so you can earn products for FREE.”

“As a SeneGence Independent Distributor, I teach women about beauty and personal care through the use of revolutionary products. Tonight, at the end of our demonstration each of you will be choosing to be my customer or a distributor on my team. Should you choose to be my customer, I want you to know that I will take excellent care of you and I will be happy to help you share these fantastic products with your family and friends. By hosting demonstrations, you will earn free products and discounts! “

One of the most important things to remember about increasing the number of bookings you have on your books is remember to have FUN! The most successful demonstrations that lead to the most bookings are the ones where the partner (Hostess) and guest have the most FUN!

As the Leader of your growing Downline, set the pace and tone for your group by making sure that your calendar is full and that you are putting into place the strategies that will help mentor others and lead to booking success!

## **Training: Topic: Increasing Bookings**

Instructions:

- Have each attendee Fill out a SeneSential Weekly Calendar and Goal sheet and list all the booking they have scheduled for the upcoming week.
- Then ask your group the following question: What are your average sales per demo?

Have your attendees assumed half of their demonstrations they have booked will not hold and then take their average sales and multiple it by the number of demos they will “really” conduct for that week.

Ask attendees if this is an acceptable income level for them to maintain to consider themselves successful and profitable in their SeneGence Businesses.

If the answer is yes, congratulate them for having a full calendar of bookings. Goal set for the current seminar year Inner Circle Courts and the LIPS Trip.

If the answer is no, ask each person how much money they would like to make weekly/monthly and how many demos they need to conduct weekly to reach that goal.

Then review the Booking Tips in the training above and have your trainees develop scripts they will feel comfortable using in their demonstration and follow up phone calls. Have them write these scripts on index cards and role play in training with a partner.

Review the three steps to increasing bookings to check for understand at the end of the training.