

Lead Your Own Team Booking Blitz!

Erin Bartley, SESL

Leadership Conference Workshop

Increase Team Bookings Panel

Consultant Office > Training > Conference
Workshops > Increase Team Bookings Panel

Meet Erin Bartley, SESL



Why Do Your Own Team Booking Blitz?

- New Consultants benefit!
- Great for team members who want to re-start!
- Team learns resiliency.
- You create a booking team culture.
- Team parties are booked! On average...

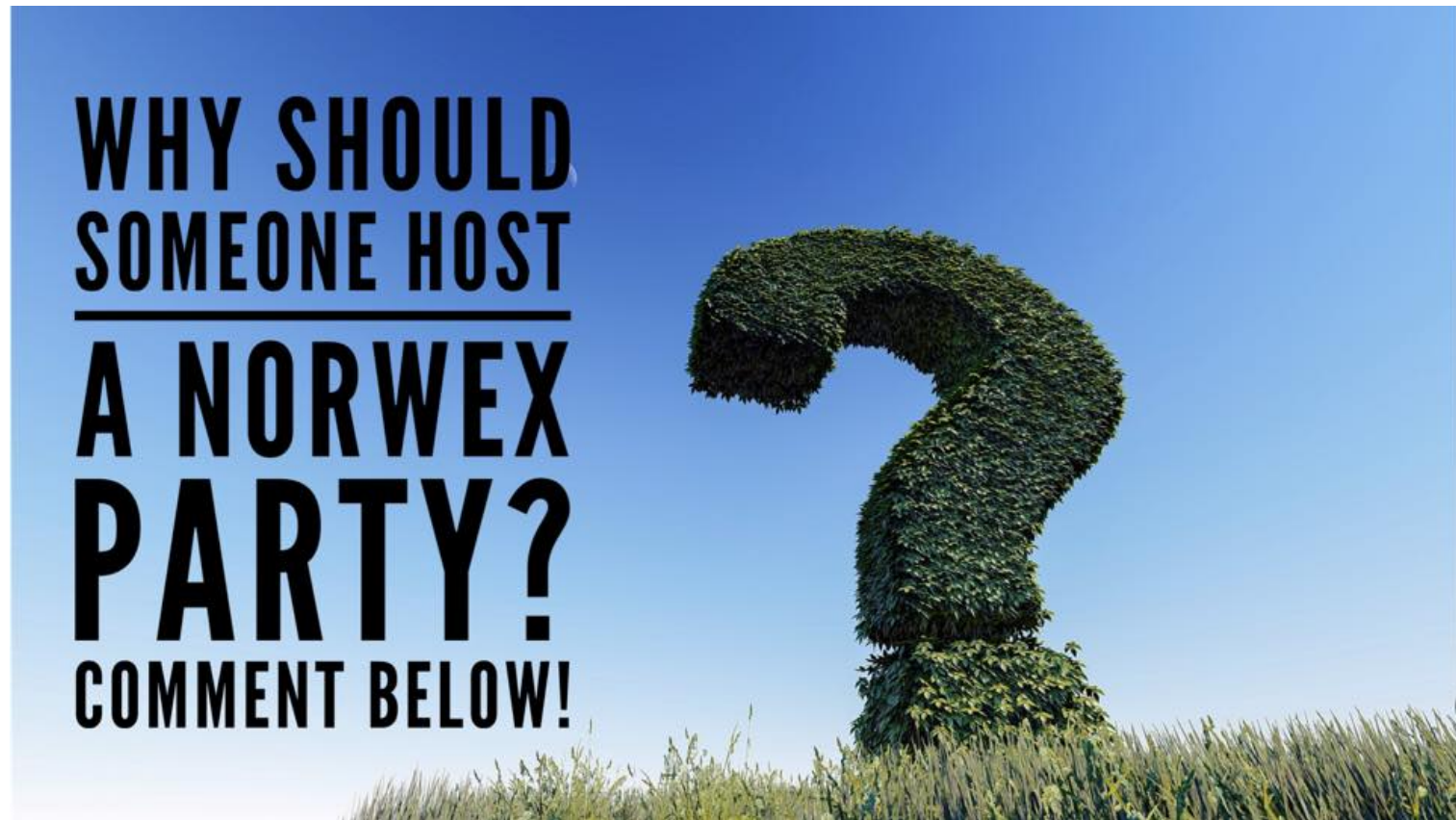
Numbers Tell A Story

- Started monthly booking blitzes in January 2018 as part of a plan to promote to SESL = My team had stalled.
 - *I had 20-30 active consultants and group sales of \$11,000.*
- First blitz = 4 Consultants joined the blitz!
- June 2018 = *I had 75 engaged consultants and \$40,000 in group sales.*
- December 2018 Booking Blitz = 28 attended with 40 parties booked.
- CURRENT = I have a blitz planned for Sunday - 30 Consultants have clicked they're participating!

How Do You Set Up a Team Booking Blitz?

- Create Blitz on a Team Event page.
- Post same/similar instructions for every post.
- Walk through process of preparing for bookings.

Sell the Benefits!



What Mindset Do YOU Have?



FRANKI List

- Update FRANKI List
 - Reward with prizes
 - List 5 people in each category
 - Number people
 - 3 = Definitely YES!
 - 2 = No idea
 - 1 = Definitely No

FRANKi List!

- Grab all past party Customer Order Forms – highlight from each party, the person who bought the most, bought the least, you liked to the most, etc.
- Go through your calendar and note all past cancellations or rescheduled Hosts to rebook.
- Grab your FRANKI List and ongoing list of people who have been telling you they'd like to have a party.



Look at calendar and create goals.



Tips to Blitz

- Keep it short & simple
 - Keep it real
 - Go for the NO!
- Copy, paste, send ... copy, paste, send
- And if you start to doubt, click SEND
- Send as many as you can!

Sample verbiage in comments below. If you have a sample script - please share!

Scripts!

- Hey _____! I don't know if you know yet or not, but I've recently started selling Norwex! I'm hoping to get a few demos on my calendar to get off to a good start. Would you be willing to help me out?
- Hey _____! I know you love your products from _____'s demo so I wanted to see if you would be interested in sharing these products with your own friends and family at your own Norwex demo. My average host earns \$200-\$400 in totally free items!

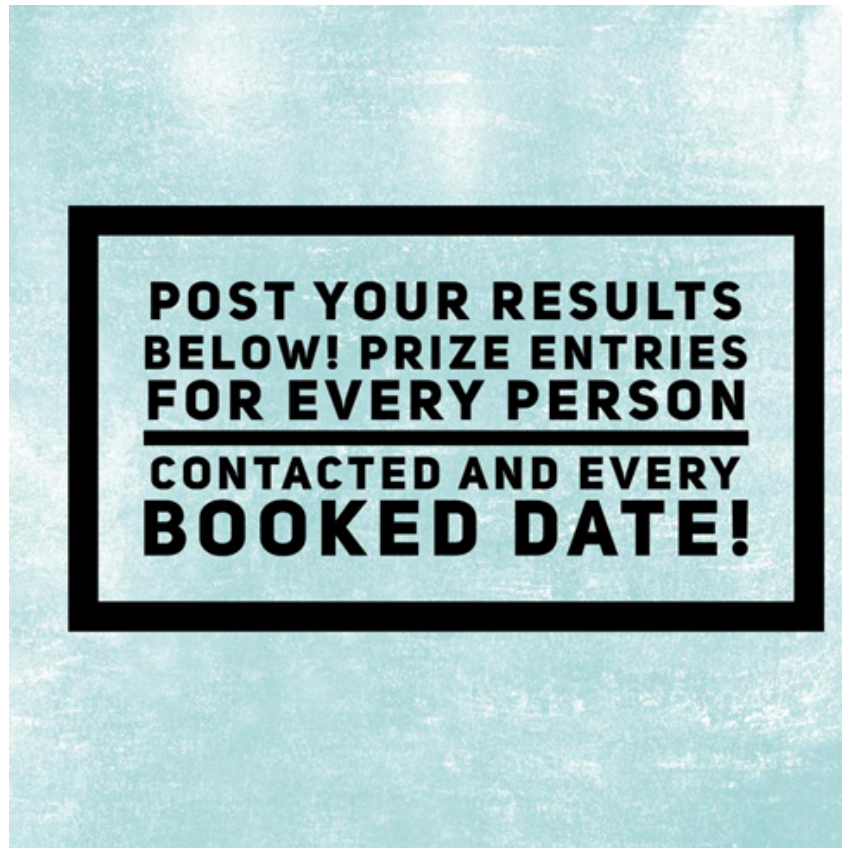
Scripts—Part Two!

- Hey _____! You were really involved in _____'s party and really seemed interested in a lot of the products. Would you be interested in hosting a demo to show your friends and family how Norwex works? The hostess benefits this month are AWESOME - and as usual- completely free!
- Hey _____ have you heard of Norwex? I love the products because they clean like nothing else - using only water! I liked them so much I joined as a Consultant for the company. Would you consider hosting a demo so I could show you and others how it works?

Post to Begin the Blitz ~



Post At End of Blitz ~



When Norwex Has One, Use IT!

Save the Date

END-OF-SUMMER BOOKING BLITZ

Noon, CDT, August 14, through
noon, CDT, August 16, 2018

Join us on the US Consultant Connection

**Drawings, Prizes
& Fun Surprises!**



Get Ready for a Booking Blitz!

Make Your F.R.A.N.K.I. List

- Grab all past party Customer Order Forms—highlight from each party, the person who bought the most, the person who bought the least, the person you liked the most
- Go through your calendar and note all past cancellations or rescheduled Hosts to rebook
- Grab your ongoing "list" of people who have been telling you they'd like to have a party

Organize Your Calendar

Block off the dates that you are NOT available (kids activities, doctor's appointments, personal activities, family commitments). Now, highlight all of the dates that you ARE available to book a party!

- Print out the current month's Customer and Host offers
- Put a smile on your face and use a mirror as a reminder!
- Write and practice your words/script
- Create your Power Statement (Page 15 of the New Consultant 5-Step Guide)

Team Follow-Up

- Teach them how to follow up with the "maybe" and "no" responses.
- Teach new Consultants to follow up and then, know how to Host Coach.

Things I Learned Along The Way...

- Break the blitz down into baby steps produces better results.
- THREE phases –
 - Prep
 - Blitz
 - Follow up
- **First, hold team meeting**, then few days later hold Booking Blitz!
- **Consistently** doing the blitz every month is key.
- **Have realistic expectations and commit** to a six month trial period.
- Make the blitz part of your **new consultant training** - they can attend and watch even if they don't book.
- **Personally reach out to new Consultants** and ask them to participate.

We Challenge YOU~

1. Set Team Booking Blitz date in April to be held within the next week.
2. Lead Your Own Team Booking Blitz recording:
 - Training > Book > More Booking Ideas
3. Set Team Booking Blitz in May, June and July (few days after your Team Meeting).
4. Set Team booking goal.
5. Invite team members; personally invite new Consultants.
6. Follow Erin's steps:
 - Prep, Blitz, Follow-Up!