

Over 100 Ways to Get Datings

Send a catalog or call a co-worker that has moved.

Send a catalog or call another direct sales consultant for whom you've attended a party. If necessary, exchange parties and/or catalogs.

Place a catalog in the teacher's lounge at your children's school.

Place a catalog in the employee lounge or lunchroom where you work.

Ask your husband to place one at his place of employment.

Do the same with other friends and relatives.

Hold an Open house.

Set up a booth at the school fair or craft show.

Include a business card and/or coupons & a flyer when you pay your bills.

Advertise in the local community newspaper. Most allow free classified ads.

Advertise in your alumni newsletter.

Advertise in your children's school programs and/or those of nearby schools.

Give a catalog to the receptionist at your doctor, dentist, or lawyer's office.

Call past hostesses

Put catalogs in your neighbor's doors.

Ask each of your friends-it's amazing what they will do for you if you tell them you need their help.

Advertise in your church bulletin.

Take samples and/or catalogs to every social meeting or function.

Host an office party or lunchtime show at the workplace of one of your friends or relatives.

Host a demonstration immediately before or after a PTA/PTO meeting.

Host your own demonstration.

If you are new to your business, host a grand opening party.

Contact the local Welcome Wagon regarding having your business card inserted in their packets.

Set up a display at a craft fair.

Talk to your school about having a fundraiser.

Hold a Christmas shopping open-house for all the men you know, or from your neighborhood.

Wear an "ask me" button (if your company doesn't offer them, see Paron Business Aids-they offer consultant supplies for most lines)

Cold calling from the local phone book.

Random mailings to local addresses. Postcards are inexpensive!

Mention hostess benefits repeatedly during a demonstration.

At the beginning of your party, mention your hostess' personal goal for that evening.

Share the upcoming week or month's specials to encourage datings.

At the end of the party, be sure to mention how much your hostess earned by having her party to each and every guest.

Encourage regular customers to date parties every 3 or 6 months. Date ahead. You can always call to remind her the month before.

Encourage your hostess to book again 6-9 months from the date of her party.

Hold a monthly tea or brunch for all the hostesses you've had that month.

Encourage relatives to date a demonstration.

Call your realtor to see if they would pass your card to new neighbors.

Start a monthly newsletter or email mailing to promote upcoming specials.

Visit businesses to offer corporate gift shopping services.

Have your beautician keep your card on display at her station.

Encourage current and past hostesses to refer their friends to you.

Offer a bridal registry.

Offer other bridal services such as centerpieces, makeup, etc.

Promote at Bridal Shows.

Post a free ad at your local grocery store.

Post a free ad at your local library.

Use and promote your products constantly.

Give a catalog to the mailman or any serviceman to pass on to his wife.

Contact local Women's Club to see if they'd be interested in a free presentation.

Donate products for raffle to organizations holding functions.

Call every person in your phonebook. If they don't book a party, they may know someone who will. Even men know women who may be interested.

Follow up on every cancelled party or hostess who never scheduled.

Call everyone who said "maybe".

As products go on sale, contact customers who have ordered them previously

Suggest a party near the holidays, even to hostesses who had parties in September or October. Many would love to have the opportunity to shop from home for gifts.

Talk to everyone---the cashier at the market, the bank teller, the postal clerk, the dry cleaner, etc.

Contact Ladies Auxiliary groups of fire departments and/or veteran's groups.

Talk to the church or fire department about setting up a display during BINGO!

Offer a Christmas registry to every customer throughout the year. Contact their husbands in November, with their wish list.

Visit all the assisted living residences in your area and speak with their activity director.

Contact the local senior citizen groups. They often have functions.

Leave a handful of cards with the following. Ask them to pass them on to their potential brides.

Caterers

Bridal Shops

Beauty Shops

Tux Shops

Gift Shops

Bakeries

Offer a gift registry to potential brides, new moms, new homeowners. Give them cards to include in their shower or wedding invitations or announcements.

Visit local restaurants after the lunch rush and speak to the waitresses.

Offer catalog parties to hostesses not willing to have a show at their home.

Offer online parties to those same hostesses.

Pass out cards to the mom's while passing out Halloween candy to the kids.

Watch the local paper for charitable groups who are having functions, see if you can set up a display or make a donation.

While walking or jogging, stop and talk to the neighbors or stop by the local playground to chat with the mom's.

Visit daycare centers; ask them to offer your card to parents dropping off their kids.

Take advantage of the advertising of others (call them about their ads and offer your services).

Post flyers in apartment buildings (check with the owner first--in my buildings, it is illegal to solicit).

Leave catalogs in an auto repair shop. Women go there too (there's nothing worse than having to read boring car magazines).

Wear your name badge when you're shopping (be sure you're dressed appropriately--don't advertise in sweats and a ripped t-shirt). Try the grocery store, bank, department store (it's fun to watch a guest's face when you tell them you DON'T work in that store), etc.

Approach bake-sales with your fundraiser idea. Most bake sales are held to make money for SOMETHING, why not save them from having to bake a lot and then take a lot back home? It would be good business sense to purchase some baked goods while you're there.

Let your bank know what your deposit is for. Give the teller a catalog.

Hang a flyer inside a bathroom stall. (Captive audience).

Use bumper stickers. People read them (you can also use a license plate frame-check personalizing shops at the mall.)

Make a goal to give away a set amount of business cards each day!

Hand out a business card with ALL transactions each day (you may want to ask for one of theirs in return).

Free lunch drawings! Drop in your card (Kinko's copies has a "free color copies" drawing each month).

Free drawings--host one of your own. Ask a local store or restaurant to sponsor your drawing.

Magnetize your business cards. Stick them to your car door, the backs of restroom doors, etc.

Use your card as a bookmark in a library book. Leave it in the book when you return it to the library (gives me a new reason to renew my library card)!

Look for bulletin boards and leave a flyer and business cards (try grocery or discount stores, the Laundromat, the library...).

Hang a sign in your car window (check business links).

Car wash fund raisers. Stop in, let them wash your car and offer your fund raising services.

Corporate gift giving. Offer your products to the professional services you use regularly (dentists, doctors, etc.)

Go door to door in your neighborhood (hand out catalogs, your business card). Don't forget to get their name, address and phone number so you can contact them!

Fast food restaurants--where the mom's are! Take your kids and your catalogs and strike up conversations over lunch.]

Former business associates. Have a get-together party!

Former customers--have you been in another direct sales business? Contact your previous customers to let them know about your services.

Go to garage sales. Ask them to pass out flyers for you. Give them an incentive to help you.

Homeowners or Condo Associations. Put an ad in their paper.

Cross-promotions with other businesses. Florists, bridal shops, interior decorators, etc. (You scratch my back, I'll scratch yours)!

The telephone is your friend, use it. Make at least 5 calls per day for datings and recruits. Do this faithfully and assure yourself of a full date book.

Prospect List. Every consultant should keep a lead box containing a basic prospect list beginning with everyone you know. Remember, even if you do not consider the person a potential hostess or recruit, she can be a source for referrals or a future hostess.

A walk-in or open house. To acquaint neighbors and your community with your product, send invitations to friends, neighbors and acquaintances. Give brochures to the newspaper person; put notices up in the supermarkets. Advertise that there will be refreshments and a chance to see your product.

Mystery hostess party. The consultant has a party in her own home and awards the hostess credits to the guests. The credits can be divided up or given in different ways. For instance, name goes in for each \$25 bought.

Trade shows, fairs, expos, events. Check local activities and reserve well in advance. Consult your up-line on methods and set ups.

Couples party. A fun way to have a party for couples.

Delivery day special. Offer the hostess, at the time of the party delivery, a special gift from you when she picks up a booking or two as she delivers her guests items.

Offer the hostess an additional gift when she re-dates herself within 3 months. You may want to offer her an extra incentive for holding 3 parties within a year.

Offer your customers, friends and family incentives for taking 5 brochures to their place of work and getting a certain amount of orders. Offer a free product of their choice to people who take the brochure home, share it with friends and family and get 5 additional orders resulting in a certain amount of dollar.

TALK TO ANYONE & EVERYONE YOU COME ACROSS.

Make the phone your new best friend!

60+ Places to leave catalogs, brochures and business cards

<p> Doctor's office Dentist office Lawyer's office Auto shop/Mechanics garage waiting rooms Car Dealership waiting rooms Laundromats College campus' student unions, or rec rooms Public Restrooms Libraries Hair Salons Tax Preparation Offices Insurance Offices Dry Cleaners Coffee Shops Donut Shops Deli's ATM Machines Veterinarians Nail Salons Day Care Centers School Administration Offices Teacher's lounges Fabric Stores Bakeries Print Shops Park benches Bus stop benches Pharmacies Bowling Alleys Post Office Gas Stations Movie Theater Lobbies </p>	<p> Hospital waiting rooms Retirement homes New home/Model centers Real Estate offices 7-11's/corner stores In front of magazines at the grocery check out line Apartment building foyers With your tip at a restaurant With grocery store clerks Video stores Dressing rooms With fast food clerks With bank tellers Shoe stores Kid's resale shops Gymboree centers Temporary Staff Centers Flower shops Restaurants Pet Stores Dance Studios Mortgage/Financial offices Computer stores Tanning salons Vitamin stores Gift shops Senior activity centers Caterers offices Tux Shops Bridal Shops With every person you come in contact with. </p>
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Fishbowls and Lead Boxes

Fishbowls/Lead Boxes are still an excellent means of obtaining potential customers. You can find some very nice, inexpensive glassware at dollar stores, and craft shops. Be sure the bowl is wide enough at the top for a business card or the questionnaire slip you provided to drop in easily.

Personally, I prefer slotted boxes, as that prevents other consultants or pranksters from retrieving your valuable contact information. Some direct sales companies provide professional boxes, but it is just as easy to create a professional looking box on your own. Simply find a sturdy box (not too small, not too large---a large shoebox works well), and using an exacto knife or razor blade, cut a slit in the top or lid. Don't make the slit large enough for a hand to fit through, but don't make it small enough so that it is difficult to slip a business card or folded piece of paper through. Tape the lid to the box before wrapping. This will prevent someone from lifting the lid and "stealing" your customers. Wrap the box as neatly and professional looking as possible. If this type of crafty work is not your bag, consider asking for a friend's help. The more professional looking your box and display look, the more interest it will generate. I suggest wrapping the box in solid colors or very simple prints---nothing too busy looking.

Create a professional looking, laminated brochure-paste to heavy cardboard and create an easel-back stand, so that it will stand nicely next to your fishbowl or box. Again, if you have trouble, enlist an artsy friend's help. Presentation is everything.

On this brochure display, be sure to follow your company rules (some companies forbid using their name, logo, or other company artwork). Offer a free drawing for a special gift. If possible, incorporate a picture of the gift up for raffle.

You can also create a brief questionnaire on the computer (index card sized at the largest), requesting name, address, telephone, email addy, and birth date (don't forget your birthday club). You can also ask a few brief questions about color preference, scent preference, etc. But don't go overboard. If the slip is too complicated, many people will pass.

Example:

Name:
Address:
City/State/Zip:
Email Address:
Telephone Number:
Birthday:

I will be in touch soon! Good Luck!

If possible, leave a small stack of business cards next to the display and the box.

Be sure to check the box weekly, and stick to whatever drawing schedule you noted on your brochure. Also, follow through with everyone who left information. Send catalogs; request they book a party, put them on your mailing list.

Where to place the fishbowls:

Basically you can place a fishbowl anywhere that people may have to wait. Doctors, Dentists offices Lawyers offices Take out food stores Anywhere women have to wait!	Bakeries Florists Beauty Shops Restaurant foyers Waiting room of auto shop, oil change shop, car dealer etc.
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It's also best to start with businesses or offices where you are familiar. Someone who recognizes you as a customer or patron will be far more likely to give you permission---and you MUST get permission from the business or office owner. Otherwise, they will simply discard your box, and you will have wasted valuable effort and expense.

If a business or office is hesitant, make a deal. Offer them a free gift or even treat them as a hostess, whereby they get hostess product from all sales generated from box.

What to Say

Following up with calls or letters to everyone who dropped their card or information, may be difficult for some people. Following is a possible script for what can and should be said when making that follow-up call. Calling is the best means to contact these potential customers; however if they have left no telephone number or you are completely uncomfortable talking to strangers, there is a basic letter that can be used for mailings following the phone script.

IF YOU REACH THEIR ANSWERING MACHINE:

"Hi! This is _____, with _____, and I am calling for _____ about their entry in (the free centerpiece drawing)(the free facial drawing), etc., located at ___box location___.

Please call me at _____ as I am anxious to speak with them about this. Thank you!"
(Note: If you do not receive a return call, do not give up. Try two to three more times, and if still no response, contact them via mail)

IF YOU REACH THEM:

"Hi _____, this is _____, with _____ and I am calling about your entry in the drawing at _____.

Do you have time to speak with me? It will only take a few minutes.

Unfortunately, you were not the winner of the drawing. (Mention who DID win!), but I received such an overwhelming response, that I am contacting everyone who participated.

Have you ever (used, purchased) _____your company/product before?

I would love to show you all of our new products and share with you how you can still receive (the prize) or something similar for free. I could be available at your convenience. Can we set up an appointment now?

Is there any reason you wouldn't care to share your appointment with some of your friends and earn free products?

(Proceed to schedule appointment)

Great! I have _____ reserved for you and your friends and I'll be there rain or shine! I'll call you on _____ to get the names and numbers for your guests. It's usually best if I give them a quick call to confirm. What time shall I call?"

(Do a little more hostess coaching here, and perhaps offer an incentive for holding the class on the day and time scheduled.)

IF THEY ARE NOT INTERESTED AT THIS TIME:

"Certainly, I understand. Should I call back later in the month (or at a better time)? (If they say no) Would it be ok if I mailed you some information? We have some great specials coming up you might be interested in (Or I have an informative newsletter going out soon).

(At this time, if they are not interested, ask them to take your information and refer you to their friends who might be....)

(Regardless of their responses, be sure to thank them for taking the time to speak with you!!!)

80+ Ways To Boost Your Business

1. -send info to co-worker that has moved
2. -send info to other reps, or exchange shows
3. -post a catalog or info in the teacher's lounge at your child's school
4. -post a catalog or info in the employee lunchroom
5. -hold an open house
6. -have a booth at a school fair
7. -advertise in your alumni newsletter and/or local newspaper
8. -give a catalog or flyer to a receptionist
9. -include a wrap or flyer with your bill payments
10. -call past hostesses
11. -put a current catalog or wrap in your neighbor's door - include a 10% off coupon
12. -ask friends to have a show
13. -advertise in your church bulletin
14. -host an office party or brunch
15. -host a show before a PTA meeting
16. -mail out wraps, catalogs and a wish list
17. -host your own show, could even be a fundraiser for your favorite charity
18. -get a list from welcome wagon, new people may be looking for a consultant
19. -set-up a display at a craft fair and/or flea market
20. -participate in a school fundraiser
21. -have your spouse promote the products at work
22. -have you and your family wear company name products
23. -hold a Christmas shopping show for men
24. -offer a Christmas wish list to your guests and then call the gift-giver and tell him what the guest wants
25. -set-up a display at the mall
26. -put an "ask me about (company name)" button on your purse or coat
27. -ask past hostesses at shows to talk about their free products
28. -hold an opportunity night
29. -random mailings - open a phone book and choose
30. -mention hostess half-price items and other benefits at least 3 times per show
31. -hold up higher priced products and mention half-priced products to encourage bookings
32. -mention how much your "average" hostess gets in product
33. -at the beginning of your show, mention the hostess goal
34. -share upcoming specials at shows and during phone calls
35. -tell your hostess how much she saved by having her show
36. -encourage frequent customers to regularly plan shows
37. -encourage hostesses to rebook a show when new catalogs come out
38. -treat hostesses to a special "Hostess Appreciation Tea"
39. -encourage relatives to book a show
40. -call your realtor with suggestions for "new home packages"
41. -offer to do a cooking class for a local grocery store
42. -start an email address book of customers who want to know what the monthly specials are, don't forget to mention the hostess specials
43. -encourage your hostess and guests to refer potential hostesses to you
44. -offer a bridal registry
45. -promote a bridal show
46. -be friendly and enthusiastic
47. -follow through with every booking lead
48. -describe and highlight the hostess plan during shows
49. -ask, ask, ask
50. -use open-ended questions, especially when dealing with booking concerns
51. -use your products and recipes at home, office, camping, parties, etc
52. -read sales, self-improvement and positive thinking books
53. -call at least 2 potential hostesses every night
54. -dream and imagine the possibilities
55. -set goals and review them constantly, post them where you can see them

56. -ask friends to help you get started or reach a certain goal
57. -use hostess benefits flyer
58. -use postcards and/or newsletters to continue to spark interest
59. -follow-up phone calls to particularly interested guests, they may decide later to have a show
60. -have the hostess tell why she decided to host a show
61. -give products as gifts or donations
62. -smile when talking on the phone
63. -don't be shy talking about your products or your business
64. -review orders from past shows - who have bought frequently, etc
65. -be prepared to answer questions about your work
66. -write down names of people who "owe you a favor" then follow-up
67. -call the most familiar people first
68. -call potential hostesses who postponed or never booked
69. -spend time everyday working on some aspect of your business
70. -be willing to SHARE the business opportunity
71. -call anyone who said "maybe" or "sometime"
72. -contact schools and church groups for fundraisers
73. -advertise in football or musical programs
74. -leave your business cards on bulletin boards or in local businesses
75. -talk about upcoming specials with everyone
76. -keep a list of special requests and let those guests know when that product is on sale
77. -suggest hosting a Christmas shopping without leaving home show
78. -offer a bonus for hostesses who book on days and/or months you need extra shows
79. -give extra service and time to good customers, they will be repeat hostesses and potential consultants
80. -carry a notepad to jot down names as you think of them
81. -let guests keep a catalog to keep on hand or pass around at work
82. -give a catalog to your mail carrier
83. -set up a table at a career fair
84. -hand out literature and ask at the post office
85. -advertise on your answering machine