

Dating in close

Dating in close is a “KEY ELEMENT” to your business success; always use a week at a glance Datebook with a party Guarder (A fancy wedding day type garter). Be in charge of your Datebook, and know the dates that are available for you to do business on. Make your datebook look professional by color-coding event types, pink for business, and green for family etc. Make your datebook look busy but not messy.

When you start your conversation be at eye level with your potential Host. Always remember to wait at least 30 seconds before you talk after you ask the question, “Is that soon enough” or “Which is best for you”. When you speak too soon you rescue her but lose the answer to the question.

Action:

OPEN DATE BOOK TO WEEK 1 (current week)

(Look up and smile with expectant expression)

If “too soon” SLOWLY TURN PAGE TO WEEK 2

(Look up and smile with expectant expression)

If “still too soon” VERY SLOWLY AND PAINFULLY TURN PAGE TO YOUR PARTY GUARDER.

(Look up with BIG smile and absolutely certain expression)

Dialogue:

THIS WEEK I HAVE _____ AND _____ OPEN

IS THAT SOON ENOUGH?

“NEXT WEEK I HAVE _____ AND _____ OPEN.

WHICH WOULD BE BEST?

“LET’S SEE, IN MY FINAL WEEK I HAVE _____ AND _____ OPEN.

WHICH WILL IT BE??

Always get a DATE for the Party no matter what. If the potential Host needs to check and confirm a date, make it a “TENTATIVE DATE” in your datebook and in the Hosts mind. If she calls back to change the date make sure you immediately get another fixed date. Never let your parties float around and away from you.