

AVOIDING POSTPONEMENTS

Sr. Sales Director,
Melinda Mercedes Balling

DEAL with the postponements in ADVANCE... don't wait for them to happen!
Here's some tips:

LEARN TO BOOK FOR THE NEXT 2 WEEKS ONLY! - Do not ask a hostess when she would like to have her Skin Care class because it is a natural tendency to put things off for as long as possible. If you allow it, your hostess will book 3 or 4 weeks away. There is a way to avoid this. First, have your Date Book FULL. If you are not at that point yet (you will be) then enter EVERYTHING that's going on in your life in your Date Book. All your appointments - doctor, lawyer, hair, nails, birthdays, soft ball games, dinner dates, ect. Whatever you're doing - put it in your Date Book - soon enough it will be filled with Class and Facial dates/appointments!

ASK YOUR HOSTESS - "Which will work best for you - the first of the week or the later part?" Then ask, "afternoon or evening?" Give her choices! While looking over your Date Book say, "Let's see when I can do your Class." make her feel like you're working her into your schedule. Say, "Let's see, I have an opening on Tuesday evening, will that work for you?" Note : A specific date has not yet been mentioned. Write her name in on that Tuesday and say, "OK, that will be Tuesday, the date, at 7:30," which is next week but you have never said anything about her class being next week. When you coach her, you can then say, "OK, I'll see you next Tuesday at 7:30!" Believe me, this works. And remember, just how long does anyone need to plan for a Class. The problem is that we sometimes give people TOO long and then they worry about it and it becomes a chore instead of a pleasure. USE THE "YOU ARE INVITED" Class Invitations available from your Director. Get the names, addresses, and phone numbers for the guests from your Hostess and personally mail the Invitations. The Invitations come in sets of 50 for \$7.50 (+postage if applicable).

OVERBOOK! - If you want 5 Skin Care Classes for next week and you have exactly 5 on your books, your first thought on Monday morning will be, "Oh, I hope none of my Classes postpone!" However, if you have 10 Classes, and you need only 5, the thought of postponements never enters your mind because you can afford to lose a few, and still have plenty!" How many times have you though, "I just know that Class is going to postpone", and then shortly afterwards the phone rings and sure enough, it's your Hostess doing exactly what you expected her to do!

IF YOU DO NOT EXPECT POSTPONEMENTS, THEY WILL BE MINIMAL!

THANK YOUR HOSTESS IN ADVANCE! - Something I have learned to do is to thank my Hostess before the Skin Care Class. Write her a brief note the day after you booked the Class with her, saying something like, "Thank you for booking your Skin Care Class during my Special Contest! I am really looking forward to knowing you better and to sharing some new Skin Care products with you! See you Tuesday."

PROPER COACHING! - Tell your Hostess, "Now, this is my Career, and I will be reserving the time especially for you! I'll be there rain or shine. You can count on me and I know I can count on you - right?" Anyone who is having continuous postponement problems should try this approach with her hostess. Say it with a smile and look your Hostess in the right eye, while nodding your head "yes!"

NEVER, NEVER LET A SKIN CARE CLASS GET OFF YOUR BOOKS! - In the event a Hostess does call to postpone, and her reasons are legitimate, say to her immediately, "Let's see which time you think will work for you next week. Will the first part of the week or the latter part work best for you?"

HANDLING POSTPONEMENTS and CANCELLATIONS - When a Hostess calls to postpone a Class, gives you the reason why, and then says, "I'll call you when I can have it," remember to be gracious and sympathetic about her reasons for postponing, abut also **BE SURE TO TELL HER**, "Why don't we go ahead and pick a tentative date, so I can get you on my calendar. "How about..."