

STP: See the People by Belinda Ellsworth

The Power of the One-on-One

We are in show business, and the home show is our main arena to market our product and get more referrals. However, **you will find when you're new that there are people who will not want to book a show.** Either they don't understand what you are doing, they have an aversion to home shows, or it's just not a good time.

If they won't book, what's the next best thing? **Schedule a one-on-one appointment with them. Turn them into a client!** When you build the client first, they have a better understanding of what you're doing and can refer you to others, purchase products, or possibly book themselves.

When you're making your calls to get your first six bookings, you will be working off your list of past co-workers or neighbors, etc. **You may encounter someone you haven't talked to in a while who can't have a show right now or hesitates.** Let your excitement move the conversation forward. "Sherry, you've got to see these products; I just know you'll love them! What are you doing on Tuesday? **Why don't I come by after work, we can get caught up – I'll bring my products, and that way you can get a better idea of what I'm doing.** Okay? Great!"

These types of appointments will be **well worth your time.** You don't have a show scheduled on Tuesday night, so **you're not going to be earning any money anyway.** You could go to Sherry's house, take some of your favorite products, and find that she is excited. "My mother would love this," "Oh, this would be great for my aunt." "My sister would go crazy over that!"

Respond with: "You know, Sherry? Why don't I come back, bring my products, and you could invite your mom, your sister and your aunt . . . **why don't you just do a show?** I have some great recipes we could pick from," or "I have some great accessorizing tips to show you," or "I'll bring even more of our most popular items!"

That's a booking! Or, she may order three or four items from your line. The common ticket item on a one-on-one appointment is \$60 to \$120.

There is power in the one-on-one. Build the client first!