

# Book-a-thon Verbiage

## 1. Past Hostesses or Hostesses that you haven't talked to in a while.

“Hi Julie, this is Shannon Howard with Premier Designs. How are you?” (Or you can use another question that pertains to them-but keep the idle conversation short). “So, are you wearing all that beautiful jewelry you got at your last show? I bet you can hear all the noise around me. I’m in a contest with some other Jewelers here tonight and we are in a competition making as many phone calls as we can to see who can book the most shows for \_\_\_\_\_ and I need your help. I was wondering if you would Host another show for me in \_\_\_\_\_ to help me in my contest. We have a beautiful new line of jewelry for the Spring season and I would love to see you get that for FREE again!”

## 2. If you have recently done a mail out.

“Hi Julie, this is Shannon Howard with Premier Designs. How are you? I was wondering if you received the packet I sent you with our new catalog? Isn’t the new jewelry fabulous? It is our best line ever! Hey, I bet you can hear all the noise around me. I’m in a contest with some other Jewelers here tonight and we are in a competition making as many phone calls as we can to see who can book the most shows for \_\_\_\_\_ and I need your help. I was wondering if you would like to invite some friends over in \_\_\_\_\_ and let me show them the jewelry – that would really help me in my contest and you would get a lot of FREE jewelry!”

## 3. Calling from Customer Order Forms

“Hi Julie, this is Shannon Howard with Premier Designs. How are you? Do you remember me from \_\_\_\_\_ home show?” (if it’s been a while) Or, “Hi Julie, this is Shannon Howard with Premier Designs. How are you? I really enjoyed meeting you at \_\_\_\_\_ home show. Well, I was wondering if you could help me out. I bet you can hear all the noise around me. I’m in a contest with some other Jewelers here tonight and we are in a competition making as many phone calls as we can to see who can book the most shows for \_\_\_\_\_ and I could really use your help. I was wondering if you would like to invite some friends over in \_\_\_\_\_ and let me show them the jewelry – that would really help me in my contest and you would get a lot of FREE jewelry!”

Then you give them choices of dates you have available. If they absolutely cannot do the month you need for the contest, book them for the following months – but not too far out.