

Memorize these: Conversation Starters:

Adapted from Beth Jones-Schall (Spirit of Success) by Shauna

It happens to all of us at times - we find ourselves fumbling for the right words to say when talking about our business. Use these conversation starters at your shows this fall:

1. Sprinkle the following booking phrases:

- "Our hostess program is the best way to treat, spoil and pamper yourself to your favorites!"
- "Let's pick a date for a fun girls' night out."
- "Let's pick a date to treat yourself to your favorite pieces with our hostess program."
- "I'd love to treat you to your wish list with our hostess program. Let's pick a date."
- "Let's take a look at my calendar and pick a date for a girls' night out for you and your friends."
- "Did you get everything you wanted tonight? Let me treat you to the rest with our hostess program."
- "Our hostess program makes every product affordable at 1/2 price or free!"
- "A fun show is 8 - 15 people - once you start listing names you'll probably find you know 20 - 25 people to invite."
- "No one was ever offended by receiving an invitation - just the opposite, they'll be flattered you thought of them."
- "You know more people than you think you do - let me help you get started with your guest list."
- "If weeknights are hectic, let's look at a Saturday morning - It is bagels, cream cheese, coffee and grapes and your friends can relax with you while we will play in the jewelry!"

2. Sprinkle the following sponsoring phrases:

- "I think you'd be great at this!"
- "I'd love for you to think about becoming a Jewelry lady."
- "Have you ever thought about doing what I do?"
- "You would really enjoy being a Jewelry Lady!"
- "I would love to help you get started in this business."
- "This would be a wonderful part-time job for you."
- "Your friends would love hosting shows with you - I think you would be terrific at this!"

3. Sprinkle the following at craft shows/exposure events:

- "How are you enjoying the fair?"
- "How many of our jewelry do you own?"
- "Let me show you our latest arrival!" (new jewelry)
- "May I place your order today or would you like to receive it free as a hostess?"
- "May I keep you informed on upcoming arrivals?"
- "Have you ever thought of doing what I'm doing?"

