

Filling your calendar - Outside of the Spa

1. YOU HAVE SOMETHING WOMEN WANT.

Most of us don't have a background in sales. You do not "sell" BC. You are an expert in teaching women how to take care of themselves and relax.

2. BE ON FOR BEAUTICONTROL ALL THE TIME.

You can talk about BC without being obnoxious. Make it natural. When someone asks, "What do you do?" You say, "I'm a spa consultant!" They ask, "What's that?" You say, "I bring the day spa into women's homes, helping them totally relax for an hour." Carry your calendar & spa description/coupon in your purse. When it sounds good to them ... start looking for your next available date and offer it! It's that simple! ALWAYS know your next available dates before you leave the house.

3. ATTITUDE!

"The key is not to seek success. The key is to seek significance." You can make a difference by sharing. It's their choice to take advantage of it. If they say no, it's not a personal rejection. Ask again at another time.

4. DO THIS NOW!

A) Make a list of 25 people who need relaxation. Send a gift certificate for \$30 in free product if they hold a spa in the next 4 weeks. Call a week after you send to confirm they got it. Call 2 weeks later to remind.

B) Get out there! Fitness centers, business openings, women's conferences, health fairs, festivals, networking groups, etc.

C) Schedule spa's at your home. Over-invite and offer a choice of 2 dates. Follow up with a phone call..."Which night works best for you?"

D) Book-A-Thons - Say, **"I'm in a contest and can win a prize. I need your help"**. Women want to help other women so don't be afraid to ask! **"If you help me do that and do a spa with me on one of my bonus days, I'll give you \$25 in free products"**.