

HAVING A GREAT DEBUT

Your debut is your grand opening of your business!! Although your recruiter or manager will be doing your debut show YOU ARE THE ONE we are going to invest over \$1,000.00 in!!! Therefore, we are looking to see what role YOU PLAYED in making your debut a success. Follow the steps below and you will not only 'qualify to be an Aloette Beauty Consultant, but you will get off to an exceptional start!

Remember, you will receive full hostess benefits, all the bookings and all recruits from your debut! So, the more you put into it the better for you!

Never think, "All I NEED IS A \$300.00 SHOW WITH 6 BOOKINGS". Look at the example below and set that as your goal.

\$600.00 Sales	=	\$200. in products for \$19.95 (or current rewards program)
Make-Over	=	\$50.00 Value
10 Bookings	=	\$1000.00 in Products (10 - \$100.00 for \$19.95 Coupons for you!)
2 Recruits	=	You have your first raise to 30%
Earnings	=	Expect to earn \$50.00 to \$100.00 for each show you do!

Planning A Great Debut!

Step # 1: Make your guest list, 30 to 50 names.

Think of people close to you. but also, acquaintances, cousins, aunts, neighbours where you 'used' to live, past jobs, hobbies, etc. They'll love to see you again! Do not prejudge! Just because you have not seen them lately does not mean they won't come. Your goal is to get a booking in all categories possible so you have a 'cross section' of shows to start with. **Do not start calling until you have at least 30 names on your list.**

By stressing that everyone who's coming bring a friend or two you will not only double your list but meet 'new' people so you can move your business away from family and friends quickly.

The most common mistake made by a new Beauty Consultant is that when you first make the decision to go out there and start talking to people about the product and opportunity; three, four or five people you know immediately come to mind. You do not write these people down. You just think of three, four or five people. Then you immediately pick up and call them.

Chances are some of those people may not be able to attend for a variety of reasons, which have nothing to do with you. And if your first phone call is to someone who is not interested, that is one out of three or one out of five people who say "NO". That looks like 20% of your prospects because your 'list' is small. This feels like a bad start. However, when you have a list of thirty people, and you call up that first person and he or she is not interested, you can say; "That's okay, I will just check you off my list

for now.” One percent, No Big Deal! Do you see why having thirty names is so important?

Step 2 – Start Calling

Have a personal ‘speech’. Do not wing it! Below are two suggested approaches. Do not try to memorize them just read them and personalize them.

Suggested Dialogue

A) “ Mary this is _____ , I am so excited! I am getting started with Aloette Cosmetics as a Beauty Consultant. I am really impressed with their products and I know you will be too! (Based on Aloe Vera....., Body Care line, fabulous make-up.)

I am having my debut show on _____ and I want you to be my special guest! I would love to get your opinion on the products and I know you will have a nice time!

Can I count on you to come? I am working to have at least 15 women and there so when you bring a friend (mother, sister) 18 or older you will get a little gift. Who can you bring with you? (Suggest)

Please come for _____ to see me get my make-over! I cannot wait to see you _____!”

B) “Hi _____ this is _____. Do you any plans for _____ date _____ ? No, great. Mark me on your calendar! I want you to be my special guest at my Aloette Debut Show! I have checked this company out and I am really impressed with their products, hostess benefits and Beauty Consultants pay! I know you will be impressed too! Come at _____ to see me get my make-over and bring a friend so you will get a little gift! Who could you bring? Great! I have got other calls to make so I will catch up with you at the show! Thanks for being someone I can count on. See you _____.”

The number one thing to remember when making these calls is that ENTHUSIASM IS CONTAGIOUS! They will WANT to come when you are excited yourself, and you let them know their coming is IMPORTANT TO YOU. Use either one of the above examples but add your personality and excitement and they will come.

THREE STEPS TO THE PERFECT DEBUT

I. Before show selling, Booking and Recruiting

- As you call to invite people to your debut show, there will be some who cannot come. Tell them you are sorry they will miss it but you can take an order for them and suggest your favourite products or body care items that you just know she will love. Example: five guests buy a Hand & Body and Visible Aid and you will have at least \$150.00 in orders before your show.

- Next, tell her the Hostess Benefits and ask her to be one of your first 6 to 10 hostesses! Tell her you would consider this a real honour and cannot wait to get her opinion, on the products. Go ahead and book a date based on a starting date you reviewed with your manager.
- Finally, tell her you would love her to join you as a Beauty Consultant. Could she use an extra \$500.00 a month, fun, friends, etc.! Invite her to come to the next class with you. If she is not interested ask, “Do you know of anyone who would be...” (referrals)

Your goal is always to give everyone all three opportunities! Do not prejudge her – if you do that you are saying ‘No’ for her! Give her the chance!!!

II. During Show Selling, Booking and Recruiting

You will be partnering with your Beauty Consultant. She will do most of the ‘selling’ that night but you need to be ready to help with getting orders, booking and recruiting.

Have self-serve refreshments or a helper so you are ‘free’ to talk to guests while they are waiting for their consultation. Ask them to be a hostess for you or join as a Beauty Consultant. Stress starting with the Skin Care Packages.

Note: If you have been trained you may help ‘show plan’ your hostesses too. Do them as a group! Talk to your manager to plan this.

You will likely have ‘last minute’ cancellations just before your show. Just follow the ‘Before show selling...Step” and get their order, booking etc. Do not tell them you will call them later, get the order and book them now. You can also hand the phone over to the consultant doing your show so she can get the order, booking, etc.

III. After Show Selling, Booking and Recruiting

Your Beauty Consultant will leave your show open 48 hours! This way you can get the final orders, bookings and recruits from the guests who did not come that you were expecting.

By this time there should be very few people left to ‘share with’. No matter how high your show is BE SURE to cover everyone. These people will make up your customer base. The highest debut in our franchise to date is \$1700.00. Go for a record breaker!!!

Note: We do not leave debuts open longer than 2 – 3 days (same with shows). This is your ‘qualification’ procedure. We do not drag people for weeks through this process. We (and you) will want to know that you have qualified so you can focus on training and practicing.