



TEMPLESPA

*Welcome to*  
**BOOKINGS - PART TWO**

WITH LINDA STUBBINS

# LANGUAGE - IN AND OUT OF A CLASS

Part two of my bookings session, is all about the language we are talking inside and outside of a class. It's important to find your ease when asking for classes. Are you making it sound fun and irresistible? Sharing the benefits of what your host will get, fun and free products?

I always arrive in plenty of time to set up and chat to my host. I remind her she can become a VIP exclusive Host by booking her next class (es)

I set up, then I mingle as the host has already told me her guests names during host prep, so I seek them out and speak to them. This is an ice breaker. It's so important at classes to use guests' names.

Write them down if you can't remember.

The next slide has some examples of some of things I say during my classes and outside of my classes to ensure I get bookings.

Try these and see how you feel saying them and how they work for you. You may wish to change some of the wording so it comes naturally.



# WHAT TO SAY

Here are some of the things I say during my classes and outside of my classes to ensure I get bookings:

***“Who can think of friends you keep meaning to call, but you never seem to get round to call? Hosting a TEMPLESPA evening is a great way to catch up with your friends and earn free gifts at the same time.”***

*“Who thinks it’s fun to shop in Liz’s living room this evening, why spend your time going around the shops when I bring everything to you? Shop from your seat NOT your feet!”*

***“Next month is our Truffle Fest so it’s when we have our best collection offers! If you’re thinking about hosting your own TEMPLESPA evening. Next month is definitely one of the best times to do it.”***

*“Why not earn as many free products as you can by booking in your date tonight?”*



# PAMPER YOUR HOST

Pampering your host is a sure-fire way to get bookings. So, during host prep mention that when she helps you get 2 bookings from her guests she will receive an extra freebie! To get the dates on the night mention you need to put the actual dates into the hub to release the extra freebie for the host. This can be the Repose booking gift.

***“How does your skin feel?” they will no doubt reply, “wonderful”.***

*“When was the last time someone pampered you?”*

***“Was this evening what you expected?”*** Guests say no it was sooooo much more!

*“During this evening have you thought of friends, family or work colleagues who would love this? Write down their names there's a prize draw at the end for the most names written!”*

This then becomes their guest list.



# TALKING TO FUTURE HOSTS

*“Who has hosted an evening, like this before maybe with Scentsy or Partylite? how was it?”*

At the end of the class I always ask *“when am I going to see you all again?”* a conversation will start who’s hosting the next one.

Make sure you vary your classes. If they’re all the same, you won’t inspire future hosts, you can expect to see familiar faces at your classes, so keep renewing and refreshing your classes to keep the excitement.

If slow in coming start the ball rolling by saying the first person who books a class can choose any gift from my basket. Once you have broken the ice many will follow!

Always do group invitations towards the end of your class, if you’ve been distracted by more extrovert guests someone with a less outgoing personality could fly under your radar. Your 121 time is perfect for this. I say I am taking a seat over here when you’re ready one at a time bring all your paperwork over and I can help with your choices and discuss any specific questions you may have about your skin. At digital classes I call the next day.



## WHAT TO SAY

Here are some of the things I do at the end of my classes to ensure I get bookings:

***“Did you know you could get over £100 in free products just for inviting a few friends over, it’ll be fun and you sound like someone who’s got lots of friends. Would you agree? “***

*“I love your enthusiasm, you would make an amazing host. Let’s get your own class booked in!”*

***“Have you thought about hosting? You have so much on your Wishlist you may as well get some of it for free.”***

*“I’m really excited you love the products. why don’t you book your own class all you have to do is invite a few friends over and I’ll do the rest.”*

***“You have almost our whole range and it would be a shame not to complete it with a gorgeous truffle. How about having your own TEMPLESPA evening so you can get the Truffle of your choice for free.”***

*“I would love to do a class for you.”*



TEMPLESPA | SPA TO GO

# THE THREE F'S

Never forget the fun, the more fun the more bookings!

**FUN**

**FRIENDS**

**FREEBIES**

The more fun the guests have the more likely they are to book their own spa evening, people book for fun, for friends and for freebies make sure your classes are a stunning showcase of all three.



# FILL YOUR CALENDAR

Bookings won't materialise out of nowhere. You have to create them by talking to people everywhere you can, face-to-face, phone, text, email, not everyone will say yes so be prepared for lots of calls. Your phone is your lifeline and the sooner you learn to love it the sooner you'll grow!

Aim to be consistent and resilient. Remember to smile as this comes through in your tone of voice. Remember body language, eye contact is key.

Schedule a daily power hour until your calendar is full.

You can easily make 10 calls in one hour. If you don't have time for a daily power hour schedule as much time as possible.

If 10 calls yield one confirmed booking it's an hour well spent, it takes discipline to make 10 calls a day but that's how you build your business as a new consultant, you can expect one person out of 10 to book. The other 9 will be mostly maybe's so great for future follow up.

As you improve so will your skills and you may find 2 out of 10 are interested when you hit your stride, 3 out of 10 may say yes, expecting more than that is unrealistic and will set you up for disappointment.



# TEN BANGLES = TEN CALLS

I have ensured throughout the years I make 10 calls a week to keep my diary topped up with bookings.

If it's looking a little empty then I revert to 10 calls a day till my diary is where I want it to be.

I also use voice notes instead of text when contacting my clients to discuss booking a class. It's more personal.

## 10 BANGLES

Purchase 10 bangles and these 10 bangles, jingle and jangle on your arm all day, and that is a reminder for you to make the calls.

When you have made a call you can remove a bangle. By the end of the day you have no bangles left, however, you have bookings in your diary.

This works for making sponsoring calls too!

Try and book your classes at least three weeks ahead and have a backup plan for postponements as well.



# NEW? USE THIS TO YOUR ADVANTAGE!

Being new can be a real advantage because you can say,

*"I'm really excited I've just started my own business as a consultant for an award winning range of skincare. I need to book 6 classes to get started and I'm really hoping you'll be one of my first hosts. The good news is you get lots of free products for helping me and your guests receive a free interactive facial worth £65-85 per person"*

Don't be afraid to be yourself, you can add,

*"I'm excited but a little nervous too. Can I practice on you?"*

*"I need to book 6 hosts to get started and I really wanted you to be one of them as I value your opinion."*



# HOW TO FIND POTENTIAL HOSTS

Ask your friends and family and family of all your friends! Who takes the most care of their skin.

When calling this referred friend say,

*"Hi, it's Linda, Susie gave me your number, she's a friend of the family, did she say she'd given me your number she also told me you love skincare? Guess what I love skincare too so much, so I have become a TEMPLESPA lifestyle consultant working with people and sharing incredible products which deliver amazing results. Would you like to pop around and take a look, or maybe I could pop to you any time to suit. I would love your opinion!"*

Your contacts are a goldmine, think about everyone you know, **FRANS; friends, relatives, associates, neighbours and strangers**, but also adding to that your accountant, your beautician, your hairdresser, anybody that you've come into contact with, your doctor, your nurse, your electrician, they are all a potential booking.

Maybe your children have music lessons with a music teacher, old school friends, old work friends, new work friends, relatives are amazing, look at siblings, maybe you're a member or they are a member of a swimming club or yoga class or a gym. Look for bookings there, too!



# THE BEST PLACE TO FILL YOUR DIARY!

So, we are going to talk next about coaching the most from your Host, what I don't want you to do is once you've got the booking is to sit back and relax. It's important your host feels excited and confident, and she also needs to feel that you're organised and you want her class to go well.

Questions I ask my hosts:

- What do you love most about our products?
- What do you think your friends will love the most?
- What did you enjoy most about Liz's class?
- What was the main reason you booked?
- Which host gift are you hoping to achieve?
- Can I help you create a guest list?
- Anyone invited you to a party in the past?
- Of all your friends who is the most fun?
- Who has the most friends?
- Who gets the most excited by new things?
- Who loves to shop?

*"I'm having a girly night in spa get together next Wednesday and you're at the top of my list of people I hope you will come. We're going to have a great time. My skin was glowing for days after Liz's spa evening, I booked a class of my own, so I could do it all over again and share it with you. I have just discovered the most fantastic product TEMPLESPA!!!"*



# HOST CONCERNS

Concern: ***“I don’t think I can get as many people as Liz”***

Response:

*“This is your evening and we’re not comparing it to anyone else as I really appreciate your booking and I know Liz did too.*

*Why not invite as many guests as you feel comfortable inviting, I’m happy to do small and large classes and I want you to enjoy your own evening.”*

Concern: ***“My house wouldn’t hold 8 -10 people”***

Response:

*“I agree not many houses can hold that, the reason I suggest 8-10 is that not everyone will be able to come, and some guests will say they’re coming and then will not be able to make it on the day so over inviting ensures you have a good number attending your evening.”*

Concern: ***“I’m not doing this for the rewards”***

Response:

*“That’s great. Most hosts are motivated by the rewards, but I also want you to have them. You deserve them. This is my way of showing you how much I appreciate you so let’s get them anyway.”*



# AT THE END OF A CLASS

At the end of each class I always ask *"When am I going to see you lovely lot again?"* Which usually get the response *"Oh yes who's having the next one? I will come!"*

If they don't have their diary, reply *"If we were putting a date in the diary tonight what night of the week works best for you after kids clubs etc. a Thursday great! My next available Thursday is ..... so let's pencil it in and if you check your diary just let me know if it doesn't work for you and we can change it. If I don't hear I will start host prep and will ring you early next week. Any particular time better for you?"*

Something else I say at all my classes *"Would you prefer to take home a love us join us bag or a host a class bag?"* I give these out during my 121 time at the end of the class.

I use the calendar cards highlighting my availability with stickers showing my star dates which equal extra freebies. This helps me direct my clients to the dates I wish to book.

## REMEMBER FREEBIES...

I give hundreds of pounds worth of freebies away at each class! (these are made up of your collection freebies, bookings gifts & host gift)



# MENTION OTHER CLASS EXPERIENCES

I always mention at my classes that I teach Wellness workshops in the workplace and at the beginning of each class I ask everyone their name, how they know the host, and what they do themselves for a living.

Knowing what they do for a living is a great insight to who to talk wellness with during your 121 time.

This is the type of conversation starter or you can pull out phrases to say:

*"Wellness now available! Are you stressed, not sleeping, feeling anxious? Would you like to book this clinic for a group of friends or work colleagues? Do you have a team at work? Who needs a bit of me time? We can do a group session."*

You can discuss all the other experiences on the class menu, and don't forget TSTV too!



# HOW TO SPEAK TO PAST CONSULTANTS

Here are some of the things I say when I reach out to past consultants to get bookings:

***“I hope my message finds you well. It’s been a while since we spoke. I’m guessing you have used up all of your TEMPLESPA kit by now. So I wanted to let you know about a little offer I have for ex Consultants; ‘20% off your order when you host a class.’***

***“Pick a date and let me treat you and a handful of friends to a relaxing night. Top up your old favourites and meet a few new products too.”***

*“Next month I have your favourite product/one of your wish list products on offer. ‘Windows of the soul.’ So, there’s no better time to gather your friends and family and host a beautiful class.*

*May I suggest Spa Experience as it showcases Windows of the Soul in our Slumber Facial. Here is my availability....”*



# THE BIGGER PICTURE

I'd like to leave this thought with you...

From **one host** 3 years ago, I have **6 VIP hosts**

That's **6 hosts**, hosting **3 classes** each a year.

Which is **18 classes** a year at an average of **£400**.

That's **£7200 a year**, times that by 3 years is **£21,600**.

And from each of those 54 classes... I have met and booked even more classes!

**SO** you see, one host can make a much bigger number to your business. It's important to grow your customer and host base, and it's also important to maintain those relationships.



# WHAT TO SAY

It's all about the language you use. Are you making it sound fun and irresistible? Are you sharing the benefits of what your host will get through fun and free products? Or are you making the mistake of asking for a favour?

Here are some of my favourite word choices:

*"Hi, I hope my message finds you well, it's been so long since we last spoke. I'm guessing you have used up all your TEMPLESPA kit by now so I wanted to let you know about a little offer I have for ex consultants...."*

*"25% off your order when you host a class!"*

*"Pick a date and let me treat you and a handful of friends to a relaxing night, top up on your old favourites and meet a few new products too. Please reply YES if you are interested and I'll send you a few dates to choose from"*

*"Wellness Clinic now available. Are you stressed, not sleeping, feeling anxious? Would you like to book this clinic for a group of friends or perhaps work colleagues? Do you have a team at work who needs a bit of "Me Time" we can do a group session."*

*"Do you need a speaker @ your WI session 🧡 I have dates available. Contact me for further information*

*😘 xx"*



# BOOKINGS HOST GRID

I use my Host Grid with each host both in Person and Digital.

We discuss it through our host prep and I ask her to get at least 4 boxes ticked off to receive an extra freebie!

It's a great booking tool as your host will book her next class(es) and work with you to help you get your minimum 2 bookings from her guests.

She will also try her best to get a min of 6-8 guests which means more people for you to ask!

1, 6-8 GUESTS INVITED & ATTENDED	2, GUEST BOOKS A CLASS IN NEXT 4-8 weeks	3, HOST BOOKS VIP CLASS
4, HOST BOOKS VIP CLASS	5, ONE NEW GUEST ATTENDS	6, GUEST BOOKS A CLASS IN NEXT 6-8 weeks

