

## I. Introduction

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- a. The show is the heart of your business because:
  - It is where you will get the maximum results for your time investment because you have a captive audience who came to spend money on your product. You aren't competing with any other stores or boutique vendors for their dollars.
  - It's also the best way to book additional shows to keep your momentum going because your customers are excited about the jewelry and you have the opportunity to show them all they can get for free by hosting a show for you.
  - Your show is the easiest place to find others who may want to join the business too because the prospects already love the jewelry, plus they get to see the business in action—and Cookie Lee is so fun and easy!

## II. Getting Your Calendar Organized

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- a. Decide how many days you plan to work your business.
- b. Place personal commitments into your calendar.
- c. Determine what nights or days of the week you want to hold your shows.
- d. Go through your calendar and highlight the dates you wish to hold shows.
- e. Establish your work schedule and place your bookings on those days or evenings.
- f. Offer your potential hostess options of dates you have available.

## III. Your Introductory Show

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**Step 1:** Set the date of your introductory show.

**Step 2:** Approximately 3 weeks prior to the event, invite friends, family & neighbors—everyone you can think of—to this show.

- a. Your main goal at your introductory show is to book as many future shows as you can.
- b. Have more than one introductory show if you have several different groups of friends, or to catch those people who weren't able to attend the first show.
- c. Use your holiday card list to help you decide who to invite.
- d. Think about who you know who might want to start their own Cookie Lee business too.

## IV. Hostess Coaching

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- a. Give your hostess a *Hostess Packet* with the following items:
  - (1) *Hostess Brochure*
  - (40-50) *Invitation Postcards*
  - (5) Catalogs to take pre-show orders

- b. Two weeks prior to the show:
  - Ask your hostess if she needs any more invitations and remind her to over-invite.
  - Find out if she has collected any outside orders.
  - Remind her that she should encourage those who can't attend to place an order from the catalog or book their own show.
- c. 3-4 days prior to your show:
  - Confirm hostess's address and set arrival time.
  - Find out RSVP's and suggest your hostess confirm guests.
  - Remind your hostess to keep refreshments simple and in same room.
  - Ask your hostess to wear a solid-colored, scoop-neck top.

## V. Setting Up for Your Show

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- a. Download a list of items for your show at [www.cookielee.com](http://www.cookielee.com).
- b. Arrive 30-60 minutes prior to the show to set up.

## VI. Setting Up for Your Show: Your Jewelry Table

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- a. Take all jewelry out of the plastic baggies.
- b. When laying out your jewelry, keep sets together and pair all other jewelry by color and style to help your customers shop easily. As you add to your inventory, you may also want to combine specific types of jewelry in trays, such as all stretch bracelets and all hoop earrings.
- c. Keep all tags facing price-side up.

## VII. Setting Up for Your Show: Your Check-out Table

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- a. Your check-out table should be in the same room as your jewelry table so you can still answer questions about the jewelry, upsell and listen to the guests for booking and recruiting opportunities.
- b. Give each customer a *Jewelry Care* tear sheet, which explains how to take care and extend the life of their jewelry.
- c. Set a goal to hand out 3 *Hostess Packets* and 3 *Recruiting Packets* at each show.

## VIII. The Show

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As you are setting up for your show, interact with your hostess and encourage her to watch as you do the show, then be available for any questions she may have.

- a. Give your hostess a brief overview of how the show will flow:
  - Guests can shop from the table and take home their purchases that night.
  - If two guests book a show, she'll get the Hostess-exclusive Gift free.
  - Ask your hostess to model the jewelry and encourage guests to try it on.
- b. Meet and greet the guests:
  - Offer a shopping basket.
  - Let them know that they can just begin shopping—no presentation.
  - They can try on the jewelry.
  - If someone else purchases a piece they want you can order it for them.

**TIP**

Make sure you are familiar with the current hostess program so you can share all the rewards they will get!

c. As guests begin shopping:

- Let them know about current incentives and benefits of booking a show, such as:
  - (1) 50% off highest-priced item that night
  - (2) Free jewelry based on sales at their show
  - (3) Opportunity to purchase the monthly Hostess Special
  - (4) Hostess-exclusive Gift

- If two guests book a show, the hostess will get the Hostess-exclusive Gift free and a \$25 certificate to spend at their show.
- Refer them to your *Booking Tree* for dates you have available.
- Upsell jewelry by demonstrating Cookie Tips and pointing out coordinating pieces.

**TIPS FOR UPSELLING AT YOUR SHOW:**

- Have your hostess model sets of jewelry.
- Try different sets on the customers.
- Demonstrate jewelry tricks using the hostess or customers as models.
- Point out the matching bracelet or earrings to a necklace or mention other pieces that would coordinate with items they have.
- Ask guests if they need to purchase any gifts—especially if there is an upcoming holiday.

d. Listen for conversation cues.

**EXAMPLE CONVERSATION CUES TO LISTEN FOR:**

A guest at your show mentions they:	You may suggest they:
Have children in sports	Book a fundraiser
Love the jewelry, but can't afford all they want	Book a home, office or catalog show Become a Cookie Lee Consultant
Work in an office with lots of women	Book a home, office or catalog show Become a Cookie Lee Consultant
A guest or hostess at your show mentions they:	You may suggest they:
Don't enjoy their job	Become a Cookie Lee Consultant
Want to spend more time with their family	Become a Cookie Lee Consultant
Need a way to earn extra money	Become a Cookie Lee Consultant
Don't have flexibility with their work schedule	Become a Cookie Lee Consultant

e. Start conversations by sharing about your Cookie Lee business.

**EXAMPLE CONVERSATION STARTERS:**

- The upcoming trip that you have earned or are trying to earn.
- The Dream Drive-away Mercedes-Benz that you have earned or are trying to earn.
- Something you have been able to purchase because of your Cookie Lee. business (remodeling something in your house, a new car, vacation for the family, great pair of shoes, etc.).
- Something you were able to do with your family because of the flexibility.
- Excitement about an upcoming catalog, convention or Cookie Lee event.

- f. Four goals to achieve at every show:
- Develop good customer relationships.
  - Optimize sales for your hostess's benefit and your own.
  - Book two more shows from the current one.
  - Pass out three *Recruiting Packets* at every show.
    - (1) *Recruiting Brochure*
    - (1) *Catalog*
    - (1) *You're Going to Love This Business CD*

## IX. The Show: Conducting a Drawing at Your Show

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- a. Use the *Business Builder Pad* for your drawing.
- Have your guests fill it out completely.
  - Follow up with each sheet at checkout.
- b. Decide what you would like to give away.
- Find low-priced jewelry items online at Cookie's Outlet.
- c. Share three ways guests can get Cookie Lee jewelry.
- Buy or spend money
  - Book and save money
  - Become a Consultant and earn money
- d. Share why you began doing Cookie Lee (your "I" story).

## X. The Show: Recruiting at Your Show

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- a. When talking to guests at the show, listen for "gold nugget" questions. These are questions a person is asking to gain a better understanding of how your business works.

### EXAMPLE GOLD NUGGET QUESTIONS:

- How much money do you make with your jewelry business?
  - How long have been with Cookie Lee?
  - Is it hard to get shows or sell the jewelry?
  - How many nights a week do you usually work?
  - What does your husband think about you doing this business?
- b. When talking to a potential recruit it's important to:
- Be likeable
  - Listen carefully
  - Give them a *Recruiting Packet*
  - Follow up within 48 hours
- c. The key is to find out each person's need and share how Cookie Lee can meet that for them.
- d. Suggest they take some information about the business home with them and promise to follow up. When you call to follow up, the types of questions they ask will let you know what aspect of the business appeals to them and what their objections might be.
- e. If a potential recruit decides they're not interested, ask them to pass the information along to someone who might be.

## XI. Checkout

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- a. Use the triplicate order form provided in your *Tote Bag* to total your customers' purchases.
- b. Fill in the quantity, item number, page number if needed, description and retail price of all the items purchased.
- c. Total the purchase and apply sales tax to the total retail price.
- d. Take off any discounts they are entitled to (E.g. 50% off for booking a show).
- e. Note the form of payment used.
- f. Give the customer the pink and yellow copies to act as a receipt and keep the original for your records.
  - If a customer purchases an item you need to order, keep the pink copy then include it in their order once you receive the jewelry.
- g. Place your customer's order in a bag along with a *Jewelry Care* tear sheet and a label with your contact information or a business card.
- h. After calculating the show total and filling all orders, file your receipts by month for tax purposes.

## XII. Following Up During Checkout

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- a. Follow up on the questions asked on the *Business Builder* tear sheet.
  - Keep the *Business Builder* tear sheets for future follow-up.
- b. Suggest any complementary items and gifts for upcoming holidays.

## XIII. After the Show: Calculating Hostess Rewards

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- a. Your hostess will receive free jewelry and 50%-off items based on her show total.
  - See the chart in the center of the current catalog to determine your hostess's rewards.
- b. Add up all the receipts from the show.
- c. Make sure your hostess is not waiting for any additional orders before give her the total.

## XIV. After the Show: Follow Up and Customer Service

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- a. Make sure your customers know how to contact you if they have any questions.
- b. Place any jewelry orders you need to fill right away.
- c. Send your hostess a thank-you note.
- d. Follow up with all maybe's and yes's on the *Business Builder* tear sheets.

## XV. Closing

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- a. The most important things you can do for your business are to be excited and have a positive attitude!
- b. Remember why you joined Cookie Lee in the first place and stay focused on your goal.