

# Need MORE Bookings? No Problem!

## Who to Contact/Network Opportunities



= Initial contact may be by phone



= Initial contact in person



= Initial contact via networking/other contacts



### Apartment Complexes

- Many are looking for “events” to conduct in their clubhouse with the residents. Call and ask if you can plan a “brunch” event or something similar – great around Valentine’s Day, Mother’s Day or Christmas
- Higher end complexes will plan more activities for their residents and generally have a “great room” for events.



### Animal Shelters

- Offer Fundraisers using their mailing list for invitations



### Banks

- Contact manager for Image Consulting Seminar. Banks are always looking to keep a professional image within the office. Offer discounts to employees following the seminar.



### Boutique Night - Multi-Vendor Shopping Events

- Hold a “Boutique Night” with other direct sales associates. Gather everyone together at a neighborhood clubhouse or someone’s home. Add a “cookie exchange” or recipe exchange component with neighbors to encourage attendance.
- Specifically seek out new developments. When the original builder/realtor is still there, they are often looking for ways to get the neighbors together. Ask if you may host something like this at the model home or someone’s home for an upcoming holiday. The builder may even advertise for you.
- Hold a “sidewalk sale” in a large subdivision with other Home Based business women.



### Bridal Consultants/Event Planners

- Request Information to be put on their Preferred Vendor Listing
- Provide Free Jewelry back to the Consultant (either out of your profits or as a “catalog show”
- Offer discounts on multiple sets purchased
- Offer private consulting
- Offer to purchase “samples” for the consultant to keep on hand to show the customers – orders would go through the jeweler



### Bridal Shops

- Shops usually have information on Bridal Shows or Expos
- When you initially make contact, they will think you want to sell jewelry through their shop. Explain in more detail that you are looking for opportunities to showcase your collection through bridal shows, luncheons and similar events.
- Request to keep catalogs in the stores or set up a booth in the store on a Saturday

- Typically, this may be possible in smaller, family-owned boutiques, rather than large stores who may sell their own jewelry



### Buddy Shopping

- Stop at malls with a friend and "buddy shop" / look for lifestyle bookings with retail salespeople/ cosmetic counter salespeople, etc.
- Compliment a salesperson who has been helpful..."You are great at what you do...how long have you been doing this?", "Do you love what you do?"



### Chamber of Commerce

- Request a calendar of events for the year – festivals, fairs, etc.
- Join the Chamber in your city as well as those in the surrounding areas. They will often have networking events and luncheons.
- Suggest a Chamber jewelry fundraiser. You do not have to be a member of the Chamber to offer this option.



### Churches

- Ask if they do fundraisers at the church
- Ask to speak to Women's director – are there any luncheons for which she would like a fun, new speaker?
- MOPS groups are typically looking for "crafty" ideas – scarf tying, etc.



### Corporate/Direct Sales Managers/Leaders

- Corporate
  - Offer corporate gift services with gift wrapping for holidays or "Executive Assistant's Day";
  - If you are looking to health profession, find out if they'd like to do something special for "Nurses' Week" – gifts, a presentation, etc.
- Other Direct Sales Managers/Leaders
  - Offer incentive gifts/discounts to leaders of other direct sales organizations for their contests. Explain that the #1 item a stranger will compliment you on is jewelry
  - You can pursue these leads either with direct friends or through professional letters or by contacting the home office of related direct sales companies



### Craft Fairs/Bazaars/Festivals

- See a separate handout for craft fairs.
- **VERBIAGE:** "Hi, I'm Barbara Haas and I have a jewelry business that I like to promote through craft fairs and bazaars in the area. I was wondering if your organization does anything like that throughout the year?"
  - If no..."Would you happen to be aware of anyone who does...?"



### Doctor and Dental Offices

- Drop off old catalogs in offices and with nurses
- Leave a box of candy as a thank you.
- If they do a catalog show, raffle off a bracelet as a thank you.



### Drawing Box at a local establishment

- Put a drawing box at a local store or restaurant. Select one business card a week/month to receive a free item. Let the winner know how they can turn it into "more free jewelry"!! Offer to deliver the winning item and bring your jewelry tote!!



### Fitness Clubs/Country Clubs/Tennis Clubs

- Some of these clubs will allow vendors in the lobby
- Join a class – hand out flyers about an "open house" at your place
- Bring your mini-case and tag jewelry before class



### Fundraisers

- Contact friends and neighbors who have any age children in activities and ask if they are looking for a new fundraiser
- If you ever receive any information regarding other fundraisers – from students, parents, etc. have a flyer ready to give the organization. It might say, "thanks for including me in your fundraising efforts. I would be happy to support your organization. In addition to supporting your current fundraiser, I would love to sit down with your group to discuss how my personal business might be able to help your organization even further by earning hundreds, possibly thousands of dollars. Please give me a call at your earliest convenience."
- Always be on the lookout when you are out and about. Does someone have a table set up outside of the convenience store? Instead of walking around it☺, stop over and talk to them about other fundraising opportunities. You could first consider making a purchase in good faith and then mention, "I was just curious – does your organization do other fundraisers as well?? I ask because I have a small business and it's one of the services that I offer members/groups in the community."
- When visiting a craft fair, look for tables where the groups are trying to raise money and stop to talk about fundraising opportunities. See above item
- **VERBIAGE:** "Hi, my name is Barbara Haas and I have a jewelry business. One of the services I offer to my clients are fundraising events. Does your organization/business have any fundraising needs throughout the year?"



### Girl Scout/Boy Scout Troops

- Fundraisers
  - Some troops do not allow outside fundraisings.



### Hostess Appreciation Events

- Host a luncheon by yourself at your home or combine with other jewelers and do a larger event at a hotel or restaurant. Offer a fashion show, drawings, etc.
- Conduct a "Hostess Appreciation Week" where you do something special every day of the week. For example, conduct a sample sale 1 day, a "50% off Friday for the first 15 callers"; "Ensemble Discount day", where you offer 20% off when someone buys the entire 3 piece set (like Madeline)
  - This type of event requires a mailing with a catalog or supplement



### Hostess Mailing

- Send new catalog/holiday supplement to past customers with a "special" and a coupon. Include an opportunity for 1 item at 50% off if they return a wish list with items and names of people who may be interested in making a gift purchase for them.
- Highlight items in a new catalog that match the items they may have purchased. For example, when the Bellissimo bracelet came out, you could have scanned your computer program for everyone who purchased the Bellissimo necklace. Offer an extra discount when they also book a show.
- Start a hostess/customer newsletter highlighting specials, promotions and recognition to hostesses!



### Human Services Organizations

- Will provide a listing of organizations for which you may do fundraising activities, such as children's advocacy groups, Special Olympics, counseling centers, rehab centers, learning disability centers, women's shelters, homeless shelters, career guidance centers, etc.



### Image Seminar

- Host and advertise an image seminar directed to specific groups, such as direct sales consultants, professional women's organization, stay at home moms, women entrepreneurs, etc; be honest and direct in your literature regarding who you are and sales of jewelry will be available.
- **VERBIAGE:** "Hi, my name is Barbara Haas and I have a jewelry business. One of the services that I offer to businesses is an image seminar that focuses on how personal image can improve your overall corporate environment. The seminar is absolutely free – would you mind if I set up an appointment to provide you with additional information?"



### Local Library

- Will often be aware of local clubs and activities. May have a listing for the area.
  - Often a club will allow you to do a presentation, but they do not allow sales on site that evening. It will be important to perform follow-up immediately in the days following the event.
  - Request if you can do "Interest" cards to help with this. Also ask the secretary to send out an e-mail with a reminder date for orders to be provided



### Neighborhood Moms' Groups

- fun activity during their usual meeting time



### Office Buildings/Companies

- Start in Human Resources Dept. and ask whether they allow vendors to sell in the building. OR
- Request referrals directly from shows – let them know that you do office shows and image seminars for offices/companies.
- Christmas time – this is a huge benefit to employees – shopping on their lunch hour; many employers want to offer these types of benefits to employees.
- Explain that you would be happy to donate 10% of the show's proceeds for Christmas "raffle presents" – for example, with a \$1000 show, they could get the Primrose ensemble to raffle off at their Christmas party!
- Communicate that we have a wonderful "Golden Guarantee" and put it in writing – this will alleviate any concern over quality and follow-up.
- If doing a show with a specific office building or company, have "floor captains" who will earn the free jewelry for a catalog show (or home show if conducted). This captain is in charge of collecting orders and distributing jewelry at the close of the show.
- Consider an image seminar for a company – ask the HR director about the attire at the office – casual, professional, etc. – do a formal interview and request their employee handbook for reference to ensure that you follow guidelines and recommendations
  - Keep a presentation short and sweet – focusing on image – looking your best – core wardrobing ideas



### Parent/Teacher Associations

- Fun presentation for holidays
- Fundraisers

- Teachers lounges – set up during breaks
  - Teachers' Personal Shopping Days
  - Consider setting up the night of a parent/teacher conference – they may have some time in between school and the event



### Preschools

- Request to set up in the lobby during drop off and pick-up times
- Offer fundraisers for their supplies, etc.
- Send a flyer to preschools that has a "Need to update your playground? Looking for extra \$\$ for supplies? Call me today to set up a jewelry fundraiser to help your school earn the extra cash it needs!"
- Talk to friends about their children's schools – contacts, etc.



### Real Estate Agencies

- Request to set up in a conference room, particularly after a weekly sales meeting
- Image consulting seminar; accessorizing seminars
- Visit model homes wearing some big and bold jewelry – they will probably notice your pieces; when asked if they can help you, simply mention that you are getting some decorating ideas...



### Referrals

- Ask for referrals at shows and with friends. If anyone knows salon owners, real estate agents, friends in "new" areas, "jewelry fanatic friends", "home show groupies", etc.



### Retail Establishments

- Image seminars for higher-end, professional stores, such as furniture stores, boutiques, etc.



### Retirement Communities

- Speak to the Activities Coordinator
- Drop off catalogs with nurses at their station
- Ask about health fairs – have they considered making it a "Health AND Beauty Fair"; they also usually offer a "community expo" of sorts – see if you can get involved from this end if no "fair"
- Offer Mother/Daughter shows or Resident Fashion Show
  - Consider teaming up with a local store or "Weekenders" consultant
- Play lots of games – like the purse game or a Queen for a Day game – Tic Tac Toe and get them involved!
- Emphasize gift buying – have specialty gift areas – like "For Girls Under 10"; "Faith-Based Gifts" or "For Young Ladies 10-18" or "For the Corporate Woman" or "For the Soccer Mom". These ideas help them to think about their gift list and put their family members in categories. Ask about their daughters, granddaughter – what do they like to do, etc. Be helpful!
- Do lots of fun giveaways – like sleeve bands, lipstick holders, angel pens, travel pouches, scarves!!
- Offer specials – particularly on matching ensembles!
- **VERBIAGE:** to the Activities Director: "Hi, my name is Barbara Haas and I have a jewelry business. One of my favorite things to do is a fun fashion show with retirees at residential communities like yours. I make it fun and interactive – using residents as models. Would you have an interest in something like this for your ladies?"



### Salons/Spas

- Conduct either a home show after hours or a catalog show during the salon hours

- Target small and medium sized salons – rather than spas. The smaller, family-owned salons are generally more open to fun, creative new ideas.
- Train an employee how to take orders, leave the jewelry set up for a day and treat it as a catalog show with the free jewelry going to the person collecting the orders during the day
  - Give the stylist who refers the most people a prize
  - Bring Mandy and set her up with a cute scarf and jewelry ensemble
- Leave flyers, mini-catalogs and order forms in advance
- ***VERBIAGE (in person):*** “Hi, I’m Barbara Haas. I have a jewelry business and was wondering if you ever have vendors come in and set up for a day?”



### Schools

- Offer fundraising services to groups who need to raise money for uniforms, trips, events, supplies, etc.
  - Band department
  - Cheerleaders
  - Theatre Groups
  - Sports Groups
- Ask about annual bazaars, fairs
- Talk to friends about the activities their kids are involved with – do they need to raise money
- When you are requested to make a purchase for friends and families’ events, let them know that you offer similar services



### Silent Auctions

- If possible, try to attend the event – be available for “questions”
  - Generally speaking, silent auctions will not yield business unless you are in attendance to field questions and do immediate follow-up
- Don’t only give the jewelry – present it well on a neck board
  - Provide a complete “Basket” with cleaner, cloth, satin pouch, etc.”



### Sororities

- Mother’s Day event
- Fundraising for dances, other house projects – plan before a “home” vacation, so the ladies may get orders from home



### Womens’ Professional Organizations / Christian Women’s Organizations

- Set up during their monthly meeting
- Private Image Consultations
- Offer to do a 20 minute presentation during their monthly meeting. Professional clubs/organizations are always looking for new ideas for their monthly meeting presentation.



### Women’s Shelters

- Offer fundraisers – keep in mind that often, these organizations do not have full-time administrators or are run on a volunteer basis. Be persistent and consistent in communication
- Image Seminars – helping women get on their feet and learn how to interview and present themselves professionally
- Make the ladies feel special – have them “dress up” and use LIVE MODELS!