



## How to Use the Customer Information Sheet

The customer information sheet may be the most important and valuable part of the show for both you and your host. If used properly, it can expand your business through increased bookings, recruiting and sales. It is the best way to end your show and tie up all of the loose ends!

At the beginning of the show, pass out the customer information sheets to the guests. "Please fill out the information at the top, and we'll go through the questions together later in the show. When you find something you LOVE, during the presentation, please jot it down on Question #1. If you have several favorites, list them on the back."

As you go through the questions with the guests, use the following dialogue:

Question 1: "My favorite item is..." - Ask your guests to "Imagine that you have an unlimited budget, what item(s) do you like best? Feel free to list more than one." The response is important because it creates follow-up booking and future re-order opportunities long after the show has taken place.

Question 2: "I would like to host a show and get my favorite items at a discount" - Use dialogue such as: "By saying 'YES' to this question, I can almost guarantee that whatever you listed as your favorite item on Question #1, you will be able to receive absolutely FREE or at a discount, and it will help your host receive additional credit." After each show, go through your slips, make appropriate notes (e.g. "buying a new home", "getting married in June", etc.) and place it into your Bookings Leads folder.

Question 3: "I would like to be kept up to date on the latest products and/or upcoming event" - If you would like to receive a new catalog or be notified about ongoing specials and promotions, please check yes to this question. By answering YES, guests are giving you permission to contact them at a later time to introduce new products or to invite them to host/customer appreciation events.

Question 4: "I am interested in more information on what it takes to be a representative with your company" - This is where you want to tell a little bit about yourself and "your why". Follow with: "If you would just like some more information, I would be happy to send you with a packet to look over in the privacy of your own home."

Question 5: "I know of someone who would be interested in hearing about this opportunity" - Ask for referrals – it's a good idea to come up with some type of referral gift.

We wish you continued success!

-The Entire Step Into Success Team