

DATING IN CLOSE

Dating in close is a “Key Element” to your business success; always use a week at a glance date book with a party guarder (A fancy wedding day type garter). Be in charge of your date book, and know the dates that are available for you to do business on. Make your date book look professional by colour-coding event types, pink for business, and green for family etc. Make your date book look busy not messy.

When you start your conversation be at eye level with your potential host. Always remember to wait at least 30 seconds before you talk after you ask the question, “Is that soon enough” or “Which is best for you”. When you speak too soon you rescue her and lose the answer to the question.

ACTION	DIALOGUE
Open date book to week 1 (current week) (Look up and smile with expectant expression)	This week I have _____ and _____ open Is that soon enough?
If “to soon” Slowly turn page to week 2 (Look up and smile with expectant expression)	Next week I have _____ and _____ open Which would be best?
If “still too soon” very slowly and painfully turn page to your party guarder (Look up and with Big smile and absolutely certain expression)	Let’s see, in my final week I have _____ and _____ open. Which will it be??

Always get a DATE for the party no matter what. If the potential host needs to check and confirm a date, make it a “Tentative date” in your date book and in the Hosts mind. If she calls back to change the date make sure you immediately get another fixed date. Never let your parties float around and away from you.