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## Get Ready, Get Set ... GO! by **HOSTING** a workshop

The most important priority when hosting a workshop is to have fun! You've planned well, so try not to stress. Plan well, and you will get sales and bookings. Excitement about your projects, your guests, and sharing what you love about Stampin' Up!® will shine through as you have fun.

### Enjoying the Workshop

Greet your guests as they come, and work on creating or building relationships as you demonstrate projects and help guests with Make & Takes.

- **DEMONSTRATE PROJECTS.** Sharing what you love about Stampin' Up! products keeps the atmosphere light and fun—remember, you're helping people learn about products that will help them enjoy a great hobby even more than they already do! As you share information on products, you'll see their interest increase.
- **HELP WITH MAKE & TAKES.** Magic happens when guests play with our products. As your guests work, mention how well they're doing and suggest other projects using the same supplies. If you do have to cut time short, don't skip the Make & Take.
- **USE BOOKING STATEMENTS.** Booking statements—things that you say to entice workshop guests to book their own workshops—help guests want to host their own workshops for the great benefits, to learn new techniques, and to have fun. You can talk about hostess benefits and how you pamper your hostesses.



### Closing the Workshop

When it's time to close the workshop, go over each guest's order with her, and make sure her contact information is correct. Double-check the math, and suggest products that coordinate with what she's ordering. Ask her if she is interested in hosting a workshop or becoming a demonstrator. This is also a great time to build relationships by asking what she most enjoyed about the workshop. Finally, remind her that she has three days to cancel her order if necessary (the policy is on the back of the order forms) and collect payment.

### Collecting Outside Orders

Give customers extra time to order by setting a date—no more than a week out—to return all orders to you. Contact those guests who said they wanted to order or who bought a catalog to peruse if you haven't heard from them. The day before the workshop closes, collect any remaining orders. Offer any guest who decides not to place an order the opportunity to host a workshop to earn free products.

### Placing Your Order

To place an order, access Order Entry Express on the demonstrator website. Practice ordering first to become familiar with the application, then place your order! If you need assistance, you can also place your order by calling Demonstrator Support at 1-800-STAMP UP. ☺

## make it happen

- Close your workshop and place your order.
- Get two bookings.

## looking ahead: ISSUE #4 Customer Service

## keep in mind

Get an additional 10 percent instant income on your first qualifying demonstrator, workshop, or customer order (for a total of 30 percent) when you order within the first 45 days.

If you submit an order to Stampin' Up! before you receive an order from a customer, the sale is considered a cash-and-carry sale. Stampin' Up! prohibits cash-and-carry sales because of the inherent risks involved to you. For more information, please refer to the *Demonstrator Manual*.

## worksheet: MAKING YOUR WORKSHOP HAPPEN

### things to remember

1. Workshop Date:
2. Number of Guests:
3. Workshop Sales Goal:
4. Workshop Closing Date (we recommend that you close your workshop no more than one week after the workshop date):

### products

Fill out the following chart with the products that you'll be showing in your workshop. You can find information on these products in the Product Guide that you'll find on the demonstrator website..

Product	Features and Benefits
1.	
2.	
3.	

### booking statements

In the space provided, write down three booking statements that you will use during your workshop. Booking statements are things that you say to entice others to book a workshop with you.

*Example: I'm so glad that all of you have had so much fun this evening. I have too! I would love to set up a time with each of you to host a workshop in your home. Let's talk afterward about when we can schedule your workshop.*

- 1.
- 2.
- 3.

### bookings

In the space provided, write down the names and contact information for the bookings you create from your workshop.