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Get Ready, Get Set ... GO! with Workshop SUCCESS!

No doubt you had fun hosting your first workshop. Let's talk about what to expect now.

Filling Orders for Your Customers

Pay attention to order accuracy and putting orders together for your customers if the order is delivered to you. If you had a hostess for your first workshop and the order was delivered to her, work with her to ensure order accuracy and to put orders together for delivery.

Order Accuracy

To verify orders are accurate:

1. Make sure what you received matches your records and the enclosed invoice.
2. In the case of an error, you may need to do a return or exchange. For more information, see the *Demonstrator Manual*.
3. In the case of backorders, explain to customers Stampin' Up!'s backorder policy found in the *Demonstrator Manual*.

Putting Orders Together

Work to make sure that all the orders are delivered within a week of when you—or your hostess, if you had one—received them.

Evaluating Your Workshop

Ask yourself how your workshop went.

How Many People Attended Your Workshop?

Ideally, you want 8–10 attendees at a workshop. If fewer than eight customers attend, it's difficult for you to reach your sales goals. However, demonstrations and Make & Takes become difficult to manage with more than 10 attendees.



What if you didn't have enough attendees?

- Ask yourself why people didn't attend.
- Develop a course of action for your next workshop.
 - Do you need to follow up before the workshop?
 - Do more people need to be invited next time?

Sales

Set a goal to reach \$400 in sales at your workshops. At \$400, both you and your hostess will start to see the most benefits for your effort:

- You qualify for 5 percent volume rebate.
- Your hostess qualifies for more products and hostess stamp sets.

What if your sales weren't very high?

What projects did you demonstrate? If you would like to see higher sales, you might consider demonstrating projects that feature higher-priced stamps and accessories to help increase your sales.

This is also a great time to introduce upselling. When you upsell, you're suggesting additional product that can make a project simpler for your customer to complete. Each project you demonstrate has multiple upselling opportunities. You can find upselling suggestions and ideas in the Product Guide on the demonstrator website.

Bookings

Set a goal to get at least two bookings from each workshop—one to replace the workshop you just held and one to build your business. You can use the 40 Guests in 4 Minutes worksheet from the Demonstrator Web Site to generate a list of potential hostesses to contact. You can also contact workshop customers to invite them to hold a workshop.

Fun

Each workshop can be more than just a chance for sales—you and your guests should have fun!

How much fun was your workshop?

- Did your workshop lag or did guests lose interest? You may need to improve, shorten, or revamp your demonstration.
- Did you enjoy the workshop? If not, what distracted you from having fun? If it was nerves, time and practice will help you overcome this. Did anything else stop you from having fun?
- Did your guests have fun? Did you grab their attention and keep it? ☺

make it happen

- Follow up with your workshop customers to make sure they:
 - Received their orders.
 - Know how to use products.
- After evaluating your workshop, choose ways to improve.
- Follow up with the people that booked workshops.

keep in mind

When promoting your Stampin' Up! business, do so professionally. Never handwrite advertising materials or distribute faded, poor-quality copies. Always use Stampin' Up! art in a way that is consistent with the overall Stampin' Up! image and reputation. See the *Demonstrator Manual* for more information.

looking ahead: **ISSUE #5**
Hostess Coaching

worksheet: EVALUATING YOUR WORKSHOP

attendance

1. How many attended my first workshop?
2. What worked well?
3. What do I plan to do differently for future workshops?

bookings

1. How many bookings did I have from my first workshop?
2. How many booking statements did I share?
3. What do I plan to do in future workshops to get bookings?

sales

1. What were the sales in my first workshop?
2. What worked well to create sales?
3. What can I improve for future workshops to create more sales?

fun

1. What did I do in my first workshop that made it fun?
2. What can I do in future workshops to create an atmosphere of fun?