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Deb Bixler
www.CreateACashFlowShow.com



***PUMP-UP* your Calendar E-Book**

Deb Bixler is a nationally recognized speaker and trainer for direct sales, network marketing and healthy living. She is an exciting speaker, and is an expert in "Creating A Cash Flow Show" schedule. A 30 year food and hospitality service veteran, Deb built her direct sales business to a consistent four-digit monthly income in only 7 months. She earned the prestigious President's club award which honors only the top 20 consultants in the country, in her field, 5 years in a row. Deb teaches a system of show planning and presentation that will generate an explosion of Cash Flow in your sales team's businesses.

When you click this link, you will connect to the POWER Hour seminar on how to **Pump-Up Your Calendar**. When you incorporate what you learn here along with the forms that follow, you will never be short on business again.

To get your Audio Postcard, turn up your speakers, and click on this link:

<http://audiopostcard-005.com/X.asp?4845942X1166>

Listen for me...

Sign up for the **FREE Power Hour Tele-Seminar**
Create A Cash Flow Show or **Power-Up For Professional Results** home study sets:

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How to Create Desire & Schedule shows at your show:

1. Briefly explain the host benefit package. When you host a show of your own: you receive free products, half priced items and really big discounts!
2. Talk about the host half priced combinations. Hosts have the opportunity to buy all three knives for only \$29.
3. Talk about the host special items. Tonight Sally Hostess can buy the xxxxxxxx 60% off! When you host a show in March, you can purchase the entire xxxxxxxx set for only \$40.00 that is a \$100.00 value!
4. Talk about COLLECTIONS to create desire and then mention that they can get the sets of xxxxxxxx for half price or for FREE when they host a show in their own home.
5. Talk about Wedding Showers and/or the Wedding Registry.
6. Talk about fund-raisers.
7. Talk about theme shows.
8. Mention the web site.
9. Go over one of the flyers showing the host benefits.
10. Point out how much fun we are having.
11. Create desire for expensive products. Talk about the most expensive ones at the beginning, middle and end of the show.
12. Ask for testimonials from the audience on the higher priced items to create desire.
13. Ask past hosts to tell the group what they got in their benefit package when they hosted a show.
14. Create a scheduling/Bookings binder. Use it 3 times at your show. Pass it around.
15. Mention that past hosts get a 10% discount for a year.
16. Treat your host really well. Compliment her in front of the guests. Say thank you to her at the beginning and end of every show.
17. Practice good personal hygiene. Visibly and deliberately wash your hands before the presentation, and again during the show if you touch something inappropriate. (face, floor, dog, hair, etc.)
18. Talk about the higher priced items which you do not have. Ask guests for testimonials. Develop the testimonial, by asking more questions.
19. Thank all the guests for coming. **Smile** a lot!
20. Have FUN. Do not take yourself too seriously.
21. Do a prize drawing. Tell them to fill it out completely. Tell them to check maybe or yes for more information about hosting a show.
22. Check the prize drawing slips before adding up the orders.
23. Ask everyone who said yes or maybe when they would like to host their show.

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Marketing Your Business Outside Your Show

1. Realtors, mortgage broker, home remodeling gifts
2. Home owners organization clubhouse shows
3. Bingo-donate gifts to fill basket bingo
4. Use your catalog not your business card
5. Leave old catalogs in waiting rooms
6. Hang posters on community bulletin boards
7. Have an open house & invite everyone you meet for 3 weeks before the show (get follow-up numbers)
8. Change hair, nail, spa salons every time you go
9. Tell the HO if you are bilingual
10. Do video tape shows, instead of catalog shows
11. Put up fish bowls/prize drawings at businesses
12. Teach classes at the gym, grocery store, doctor
13. Offer yourself as a FREE public speaker
14. Swap business services
15. Attend fairs, expos, food festivals as a guest
16. Attend fairs, expos, food festivals as a vendor
17. Hang out at the (kitchen tool, make-up, toy, etc.) aisle at your local department store
18. Join the Chamber of Commerce
19. Get a book at the Chamber of Commerce for non-profit organizations
20. Join network marketing support groups
21. Offer your services at the community center, Spanish center, etc.
22. Bring cookies -You always get what you want when you bring cookies
23. Offer business luncheon shows
24. Strike up conversations at McDonald's play land, parks
25. Ask for referrals for other services
26. Do fun-raiser shows in front of the grocery store
27. Talk to schools, fund-raisers, catalog in teachers lounge, show before PTA meeting
28. Put displays at bridal locations
29. Promote kids birthday parties (you are the entertainment)
30. Help the girl/boy scouts get badges
31. Take your office with you everywhere (people will see you working and ask)
32. Soccer/sport tail gate parties
33. Stop at every car wash/bake sale fund-raiser; buy something then ask, about their cause
34. Contact churches, advertise in church bulletin, fund-raisers
35. Take your product with you to events when ever possible.
36. Advertise in football or music programs, alumni newsletters
37. Contact colleges for opportunity events
38. Contact past purchasers about appropriate upcoming specials
39. Pamper a business Day at your bank, dentist, any business
40. Go to sports events and connect with the band booster clubs
41. Tape your grocery list to a catalog to go shopping with

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Are you uncomfortable with customer service calls?

This works really well for me. I am more comfortable, the customer is more open minded and the conversation develops nicely. Use your own questions in between to be friendly and developed your relationship. The “conversational” questions you intersperse will develop your relationship. These are the areas that will allow you to transition into future specials or areas of interest depending on what they say about the products. Be sure to ask questions in between that will develop the conversation. Then it is easy to transition into the upcoming specials. Use this for past hosts, or for show guests. Even if you get off track before you hang up always go back to number 7 before you close by saying... "one last question...."

1. "Lisa" This is Deb with XXXX, How are you?"
2. This is Customer Service Week at XXX. Whenever we have our season change over XXX asks us to call our past hosts/customers and see how you are enjoying your products.
3. How are you enjoying your XXX?
4. Which ones do you use most?
5. What do you make on it.....how many do you (cook for, kids do you have, often do you use it, etc.) ...etc?
6. Is there anything you bought from XXX that you do not like? That you are disappointed in?
7. What products would you like XXXX to carry in the future? Keep in mind that XXXX is always interested in your input so if you ever think of anything, just give me a call!

The last time I tested this script I made 21 CS calls using this technique. The results were: 2 broken items which need replaced, 3 shows scheduled, sent out 5 new product flyers and 1 fund-raiser show scheduled and several happy hosts just glad to hear from me.

Try it....it works if you work it!!

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Scheduling takes skills and practice!

Working your prospect list:

1. Do not prejudge, when you do not ask...the answer is no!
2. Do not rule out those who live far away.
3. You provide a service and by not putting someone on the list you may be depriving some one of something they need.
4. This is an ongoing process. Keep it with you to add to constantly.
5. It is all about numbers. You will need to consistently ask 10 people to schedule one show.
6. When you can not think of any more, cross reference your list, placing one category on top of the other.

Getting ready to schedule shows:

1. Your calendar is prepared to schedule shows. Keep it with you at all times.
2. The month you would like to schedule first is tabbed. The calendar looks busy. Have the dates you want to fill marked for easy visibility.
3. Have the monthly bonuses handy and understand them.
4. Script out why now is a good time to have a show.
5. Prepare host packets and catalog show packets in advance, so you are emotionally invested in scheduling.
6. Have your prospect list and leads ready.
7. Lay out a block of time to make calls as well as share your business when just living life as you run into potential hosts. (Everyone is a potential host!)

When asking or making the calls:

1. Be excited.
2. Know your scripts. (If calling leads passed on from someone else or Community Welcome, have the appropriate script in front of you.)
3. Change the approach based on the personality of the person standing in front of you.
4. Develop a relationship through conversation before asking.
5. When they say yes, immediately say "Which date would you prefer ## or ##? Always start with the one closest!"
6. Not interested in any of the above...ask for the referral. "I am really excited about PC....do you know anyone who may be interested in what I have to offer?" When you hear no, consider it a good thing because that means you are doing the numbers and it is only a matter of time until you get a yes.

These 4 steps will increase your odds of a yes:

1. **Ask questions that require a positive answer, either a yes or another answer that is positive about PC.**
2. **Share what's in it for them first.**
3. **Compliment the potential host. You'd be a terrific host! OR I'd love to do a show with you!**
4. **Ask: "Would you like to host a show?" OR "Have you ever thought about hosting a show to earn free products?" OR "We sell tools, offer the opportunity for you to earn free products by hosting a show and have the opportunity for you to make money...which one are you interested in?"**

Practice makes perfect. You only get better.

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Know Your Whys!! And Words

Why is _____(next month a TERRIFIC time to host a show?

Why is _____(the month after that) an Awesome time to host a show?

Why is _____(the month after that) the best time of the year to host a show?

Words to use when talking to friends, family, neighbors, and co-workers:

Words to use when talking to strangers, people you do business with or not so close friends

Words to use when talking to organizations about fund raisers:

Congratulations on investing in your future through study and growth!

This recording is **ONLY** one hour out of the hour home study set called ***Power-UP For Professional Result***. The entire set includes over 7 hours of Power Skills training, a Success workbook with all of the forms discussed as well as a data disc with all of the forms to be uploaded into your computer to personalize for your own business.

Create A Cash Flow Show is a system of show presentation specific for direct sellers. ***Create A Cash Flow Show*** is a system of show planning that I used to replace my \$80,000 year job in only 7 months. These systems will work for you too. The home study set includes more than 6 hours of system training, a Success Workbook, and a data disc to upload the forms into your computer for personalization.

Feel free to pass this **Pump-Up Your Calendar** E-book on to your team!

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Please give me call if you have any questions or would like me to come to your team training. I love to hear from happy sales consultants! Give me a call anytime! I am looking forward to talking with you.

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