

Home Show Timeline

Home shows should be the backbone of your Usborne Books at Home business. To ensure that you maximize each event, we have given you a thorough timeline from booking all the way to entering your order. For more information, go to the CIA Training Site , under the “Home Show” and “Product Knowledge” sections.

1. Book your shows! Make sure to book your shows within 3 - 4 weeks. If a date is questionable, pencil it in - this is easier than trying to contact your lead later to schedule the date and will reduce the potential for cancellations.

2. Hostess Coaching, see page 15.

3. Prepare for your show. Set up your eShow 2 weeks ahead of time. This can be done several different ways: On your Web Sales Admin page, through OrderPro Event Manager, or directly on your eCommerce website by clicking “Host a Show.”

Things to take with you:

- Books
- Calendar
- Calculator
- Pens
- Extra Customer Order Forms
- Out of Stock List
- Hostess Gift (optional)
- Wish List (to download a copy of this form go to the CIA Training Site under Home Shows)
- Customer Folders, each containing:
 - catalog
 - current customer specials
 - order form
 - customer survey
 - hostess special
 - recruiting special
 - recruiting brochure
- Hostess Packet (3 - 5), each containing:
 - 2 - 3 catalogs (can be taken from customer folders at the end of the show)
 - current hostess special
 - current recruiting special
 - Hostess Guide
 - about 40 invitations, or “Home Show Invitation Mailing List”
 - 6 - 8 order forms for outside orders
- Recruiting Folders (3 - 5), each containing:
 - current recruiting packet, found on CIA Training Site
 - recruiting brochure
 - your business card

4. It's Show Time!

Arrive in plenty of time to set up, but not too soon to upset your hostess and her “pre-Home Show” schedule. Thirty minutes should be enough time. For extra help with your first home show, use the Home Show Index Cards & the Pretend Hostess Script that are provided in this guide.

Pretend hostess is used to help you secure more bookings at your show. You can also watch the two different styles of home shows demonstrated on the “Success Made Easy” training DVD from your kit. Remember to be confident in what you have to offer – the best educational, entertaining books on the market, the opportunity to get them for free and the opportunity to have a worthwhile rewarding career!

The Home Show Index Cards will help you highlight and explain the features that make Usborne books unique and special and are included in this guide. A nice idea for these cards is to copy them onto a heavier card stock and take them along with you to your show. A great way for new consultants to look like a pro!

5. Closing Your Show

At the end of the show, many hostesses want to wait a few more days to get orders from their guests that were not able to attend. Before you leave, make sure to schedule a time within a week to get the final orders from her and close the show. You can leave your hostess several order forms with instructions on how to calculate the total due including shipping and handling and tax.

A few days later, check in with your hostess to see how she is doing with outside orders and if she has any questions. Offer to call the customers with potential outside orders for her. This is a great way for you to provide customer service to guests who were not able to attend. Make sure to offer them the opportunity to get the books for free or join your team.

At the scheduled time, call or meet with your hostess to gather the last of the orders and her order for free and discounted books.

There is a \$2 hostess charge for any level achieved on the Hostess Rewards Chart. The hostess pays tax on the \$2 instead of the retail value of the merchandise she receives.

6. Entering Your Order

This is done electronically through OrderPro. For detailed information, see the OrderPro section on the CIA Training Site.