

How To Have Your Best Busy Season Yet

By Caterina Rando, MA, MCC

It is here. The busy season is upon us. As you know 70% of the sales happen in direct selling between Labor Day and Christmas. What this means for your business is that you can double, triple or even quadruple your personal and group monthly sales and do some significant recruiting in the process.

Apply these ideas here and you will be sure to be singing with bliss as December 25th rolls around.

Get Organized

In working with leaders from several companies I see over and over that leaders are organized. They have a system, either paper or electronic, that they consistently use. They enter leads from shows immediately, they have time scheduled for follow up, and they are regularly updating their hostess and business builder prospecting lists.

Decide Your Dates

If you have not already done so pick the dates you want to book through the end of the year. During most of the year I recommend to consultants to always try to book your shows as close in as possible. Because any bookings scheduled more than three weeks out are more likely to cancel. This time of year it is more likely that booking further out will hold as people see your show, party or presentation as their end of the year gathering for their friends.

Get Busy Booking

You want to be booking one to two events a day for the rest of September. You want to be fully booked in two weeks so that you can turn your attention to recruiting. Send your available dates out via email to your best hostesses giving them first choice of your available dates.

Wintertime bookings hold better than those in the spring and summer, so you can book the whole season now.

Create Urgency

Let everyone know that you only have a few dates left for the rest of the season. If they want to host a party, tasting or gathering they has better do it now or they will miss out.

Schedule Your Own Events

Host at least two of your own events this season. Better yet, do one a month for September, October, November and December. Start with one in the next two weeks, allowing everyone to get what they want early. These events also allow you to show any of your potential recruits how it is done.

Add a Special Offer

You may want to offer free shipping, free gift-wrapping, free gift enclosure cards or something else fun to add an extra incentive for people to spend their gift dollars with you.

Get Some Help

If you have a large direct sales organization you would be smart to get some help all year round. Even if you are the only consultant on your team at this time of year you would be smart to get help with mailings, ordering, data entry, follow-up or any other tasks that are not the best use of your time. Look for and get some support. Especially at this time of year you can really use it.

Thinking and Planning Time

With so much going on you would be well served to begin to set aside 5-15 minutes a day for daily, weekly and busy season planning. A little advanced preparation can go a long way to keep you in front of the "challenge du jour" that the busy season can bring.

This time of year is when you can really accelerate your business success. Follow these ideas and watch your bookings increase,

your volume become super-sized and your goals achieved with ease.

Caterina Rando, MA, MCC, shows direct sellers how to book, sell, recruit and lead with ease. She is a sought after speaker, direct sales coach and creator of the Business Breakthrough Coaching Program, as well as the Direct Selling with Ease® and Recruiting with Ease® Telecourses. She is also a contributing author to Build It Big- 101 Secrets from Top Direct Selling Experts and More Build It Big. To read more articles, listen to business building podcasts and find out about her programs, visit <http://www.directsalescoaching.com>. Caterina can be reached at by email at cat@directsalescoaching.com or by phone at 415 668-4535.