

How To Increase Outside Orders Immediately

By Caterina Rando, MCC

Wouldn't it be great if you knew every party was a huge success before you even walked in the door. There is a great and very easy way to ensure a successful party every time. All you have to do is increase outside orders. Read on to learn how.

Even when you have a great hostess who is passing out catalogs and talking up her party, it is often the case that she is separated from that catalog when it is in front of a potential customer or show guest. For example a teacher leaves a catalog in the lunchroom or a nurse leaves the catalog at the nurses station. When someone looks at that catalog and turn it over to see the name on the back they see the name of the consultant- not the hostess who they know so they usually put the catalog back down.

What you want to start doing is put a label on the front of the front of the catalog that says Mary (or whoever) is having a show, and that she is taking pre-orders, you include sales tax and payment info and mention about booking their own show. To receive a template of this sticker that you can customize for your business and each hostess email me at cat@directsalescoaching.com.

This sticker on the front of the catalog has resulted in hostess husbands coming home from work with orders and payments in perfect order and shy friends turning in several orders completely correct because the important info is on the front of the catalog.

Use this new show sticker on the front of each catalog you give a hostess and watch your outside orders increase every time.

Editors note: for a template of this sticker that you can modify for your own business send an email to info@directsalescoaching.com with *sticker template* in the subject line.

Caterina Rando, MA, MCC, shows women in direct selling how to book, sell, recruit and lead with ease. She is the creator of the Direct Selling with Ease® and Recruiting with Ease® programs and is 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.