

## H. HOW TO AVOID CANCELLATIONS

The most important thing in party plan selling is to get bookings! The next most important thing is to keep them! From the moment a hostess agrees to have a book show until the time the show is held, you must be on alert to keep that show from canceling. Here is a checklist for you to follow to avoid cancellations.

**Book Close** – A close booking is less likely to cancel due to the fact that your hostess will keep her enthusiasm. Your hostess was excited when you booked her and the sooner her show is held the less chance of cancellation.

**Have Her Sign Her Name in Your Datebook** – This gives a person a feeling of commitment. It's like signing a contract.

**Stress That You Are Reserving the Night For Her** – Make your hostess aware that you are reserving the night for her and under no circumstances would you disappoint her in any way. You are obligated to put on her show. This will make her obligated to you.

**Write A Confirmation Letter** – The day after you book your hostess, write a short confirmation letter assuring her you'll do all you can to make her show a success.

**Send An Invitation Letter** – This letter is sent 12 days before the show and reminds the hostess to mail her invitations and it is also a second chance to coach the hostess.

**Call Your Hostess Two Days Before the Show** – This call establishes a good rapport with your hostess and also encourages her to call anyone she hasn't heard from.

**Offer Her An Extra** – Offering extra gifts for outside orders and increased attendance helps motivate the hostess.

**Don't Accept a Cancellation Too Easily** – Most hostesses panic after a few 'no' replies and want to cancel. Encourage her to keep trying. Pin her down as to how many 'no' replies and remind her that there are still more people she has invited. Assure her that you will come out for a handful of people and that when she calls the rest of her guests, ask them to bring a friend.

**When hostess Calls To Cancel** – If a hostess calls and wants to cancel, say the following: "I understand your particular reasons, but unfortunately all your invitations have been sent out and that means you'll have to inform all your guests. Is there any possible way you can still have the show so your guests will not be disappointed?"

Whenever a hostess cancels a show, remind them that the previous hostess loses her booking credit for that show. Always ask the person who cancelled, "Can You help me replace the show?"