

## HOW TO BUILD A BRIDGE & GET OVER IT

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### How to Build a Bridge & Get Over It

30 minutes

Help consultants jumpstart the new year with January bookings (especially during the first ten days of the month).

#### Materials Needed:

- Handout: **January Host Special flyer** (<https://www.pamperedchef.com/cc/jan-17-host-special>)- 1 copy for every two attendees
- Handout: **Build a Bridge Booking Script** – 1 copy for every two attendees
- Blank paper & pens/pencils
- Flip Chart & Markers

#### Optional Activity: December Activity Calendar

- Handout: **December Activity Calendar** - 1 per attendee

#### Advance Prep:

- Ask everyone to bring their digital or paper planners for 2017

#### ACTIVITY INSTRUCTIONS:

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##### Introduce the activity:

Distribute the January Host Special flyer; divide team into three groups.

- ❖ Group 1: Create a brief sentence to market the Double Free Product Value offer.
- ❖ Group 2: Create a brief sentence that describes the benefits of the 60% off Health Smart Tools.
- ❖ Group 3: Create a brief sentence to market the January 1 – 10 Bonus.

Give the groups 5 minutes to brainstorm; then they'll share their word choices with the entire group.

##### Make a simple booking plan:

*"A full January calendar feels fabulous! You'll earn a lot of money, incentive trip points and many other rewards. Grab a pen & paper and start your booking plan!"*

- ❖ List 10 people they could invite to host a January party.\*
- ❖ List 10 people they could invite to host a Facebook® or Catalog party.\*
- ❖ Write down the ONE host who will never cancel.

**NOTE TO LEADER:** If time allows, ask why they placed people on one list or the other. The **ONE HOST** who will **never cancel** is ... **themselves!**

- **Book yourself first!**
  - ❖ Ask team members to get out their calendars and set a date (or two) to host their own parties **during the first ten days of January.**
  - ❖ If time allows have, them write down:
    - **At least six products** they'd like to get for FREE with their Host Rewards!
    - **At least three products** they'd like to get at ½ price!

\*Asking 10 should yield at least 1 booking, asking more leads to more bookings.

- **Market early January parties!**

As a group, brainstorm ways to make early January parties sound fun to both hosts and guests.

**NOTE TO LEADER:** Here are some idea starters if needed: Saturday morning Brunch, *Soup & Slippers*, share New Year's resolutions, "fit and healthy" recipes. Be sure to suggest recipes that work great in a station-style party.

- **Plan a win/win strategy!**

- ❖ Ask team members to circle all the dates on their January calendars when they could do parties.
- ❖ Challenge consultants to **invite people to host a January party** to earn double free product value, and to offer their first two available dates.
- ❖ Then, if someone says "no," to hosting, invite them to **attend your January party!**

- **Distribute the Build a Bridge Bookings Script – give everyone 3 minutes to review.**

- Divide into pairs and practice conversations to book January using the Bookings Script and word choice ideas the groups shared earlier.
  - ❖ Have them taking turns where host says yes to hosting – then set a date.
  - ❖ And, where host says no to hosting, and they invite them to the consultant's party.

**Optional Activity:**

- Distribute the December Activity Calendar
- Have team members pair up and look over the calendar
- Have pairs think of other activities to fill in the blank dates
- Give pairs 5 minutes and then share their ideas with the team

**Wrap-Up:**

- Ask everyone to share their January bookings goal
- Have team share their booking successes on team FB page.
- Ask team to pair up and be accountability partners to get the bookings they want