

BOOKING: Preparation

THANKS TO PAM SHAW



A KEY TO SUCCESS in any business is holding appointments that produce income! Most businesses need to initiate appointments and yours is no exception! **The most common sabotage to success in this area is the mistaken choice to pre-judge --deciding for a person why they would or would not want your service! Usually this is done out of protection for ourselves to guard against rejection.** We do not want to feel the rejection of the other person's no or no not now response. **Have you ever heard the expression feel the fear but do it anyway? Well, that is what you must do!** If you do not ask, you are sure to get a no ! But if you ask, you risk a yes response! Results are definitely in the asking!

So, begin by taking inventory and making a comprehensive list of each person you know. Pretend you are getting married. Who would you invite? Don't leave anyone out! Next, gain a clear picture of your goal. What are you working towards right now? Is it an achievement? A prize? A deadline? A challenge? A promotion? Alongside this, what is in it for your potential customer...what is the win/ win? What do you have to offer unconditionally? Are there strings attached? Are you giving more than you are asking? What do you have to offer, and why would she want to invest time with you? Have you removed the pressure and positioned it positively? Consider each of these elements, and write your script!

You're almost there! You have your list of names. You know what to say. Now you must **PICK UP THE PHONE AND MAKE CALLS!** Set aside a specific time that you will not compromise (unless someone is bleeding badly), and **JUST DO IT!**

As a new consultant, I felt so intimidated by the phone. I would go into my room, put towels under the crack of my closed door, crawl under the bed and whisper as I made my calls so that no one would hear me get rejected!!! I was really insecure! But an amazing

thing happened! With each yes, with each appointment, my confidence grew.

Confidence grows with experience! The only way to master a skill is to do it!!!

To take your next step, your next promotion, staying on the date book will be a criteria! Are you ready for success? **MAKE THAT LIST** and follow through! Remember, those who say it can't be done are constantly being proven wrong by those who are out there doing it! Choose Success by taking action **NOW!**