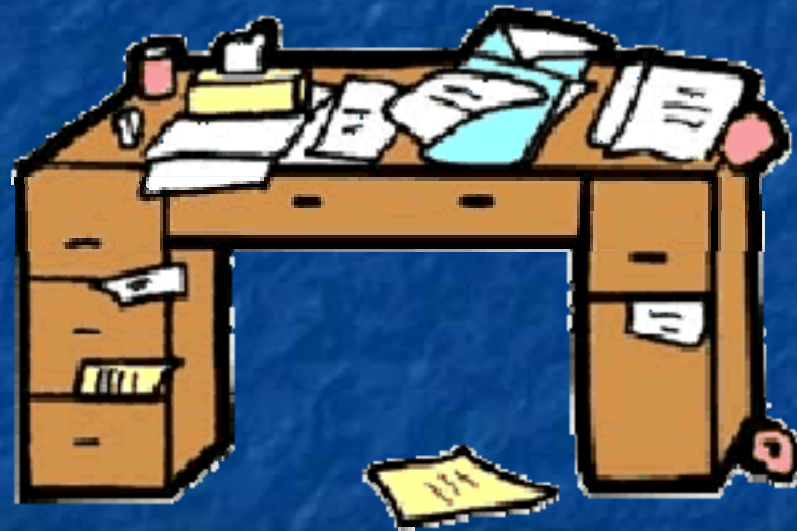


Power Hour Plus

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Usborne National Convention
2007

What is Power Hour Plus?

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What is Power Hour Plus?

- All over your house?



What is Power Hour Plus?

- Are you always running short on time?



What is Power Hour Plus?

- Do you dread making phone calls?



What is Power Hour Plus?

- Complete System for managing time and leads

History of Power Hour Plus

- Belinda Ellsworth's Power Hour
- Cynthia Hess Organization Workshop
- Created our own system
 - New Consultant training

How does it work?

- 4 Important areas of our business
 - Show Leads
 - Recruit Leads
 - Follow up Calls
 - Hostess Coaching
- Touch these consistently for business health & growth

How does it work?

- 15 minute segments
- Work each of the 4 areas

$4 \times 15 = \text{Power Hour}$

4 Important Areas of Business

- Show Leads
- Recruit Leads
- Hostess Coaching
- Follow Up Calls

Show Leads

- Who are they?
 - Booking Notebook
 - Customer Survey at show (yes & maybe)
 - Leads from drawing slips at booths/book fairs
 - Random Encounters

Show Leads

- Bread & Butter of our business
- Follow up in a timely and consistent manner
- Window of opportunity to call
- With Power Hour, you spend your 15 minutes calling

Recruit Leads

- Who are they?
 - Booking Notebook
 - Customer Survey - yes to more info
 - Leads from booths/ book fairs
 - Question Askers

Recruit Leads

- You want to keep track of them!
- Send packet now or later
- Don't rely on your memory for this list - it will grow!

Follow Up Calls

- Who are they?
 - Any customer that doesn't fit in another category
 - Customer who loves a particular series
 - Customer who spent a lot of money
 - Customer you had a personal connection with

Follow Up Calls

- Benefits of keeping track of them

- Future Orders

- Future Hostesses

- Future Recruits (they love the books!)

- School/ Library Leads (RFTS & Book fairs)

- Referrals

- New Friends

Hostess Coaching

- Most Important Element
- Huge Impact on your business
- Difference between
 - Flop or Fabulous
 - So So or Stupendous
 - Disaster or Dynamite

Hostess Coaching

Consistent and Methodical Hostess Coaching can have a phenomenal impact on your show totals and hostess satisfaction.

This leads to more bookings!

What does it look like?

- How often will you do a Power Hour?
 - Every Day
 - 2 x / week
- You decide and get to work!

What does it look like?

- 15 minutes on each area
- Consecutive or scattered throughout the day
 - Full Time Outside the home
 - Full Time at home
- Key is: You Decide!

Practice

- 4 Different Color Folders
- Color Code for each area - Be Creative
 - Green for Recruiting - \$\$\$\$
 - Red for Hostess Coaching - **LOVE** what this does for your biz
- Handouts
 - Master - copy or download from ftp site

Practice

- Master on the left
- To Do List on the right
- Pull from Master to create 15 minute To Do list

Practice

Recruit Leads

Name	How we met	Contact Info (phone/email)	Notes

To Do List

Date:	Left Message	Completed
People to Call Today		
1.		
2.		
3.		
4.		
5.		

Date:	
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Practice - Hostess Coaching

- Slightly Different from others
- Consistent vs. Methodical
- Method on handout is mine - you may want to edit for your own method

Practice - Hostess Coaching

Hostess Coaching Guide

Hostess Information

Date of Show

Name _____

Address _____

Phone _____

Email _____

	Date to be completed	Complete
Hostess Packet Given/ Initial Hostess Coaching		
"Thank you for booking" letter sent (Day after show booked)		
Hostess Packet Sent with Thank you letter (n/a if given at show)		
Initial Coaching Call (n/a if done at previous show)		
Set up E-show/ Email hostess to send invites to long distance guests		
Reminder Call to send postcard reminders (2 weeks or 10 days prior)		
Call Hostess for 'Yes and Maybe' list (3-4 days before the show)		
Receive list from hostess		
Call 'Yes and Maybe's' to remind them about the show (night before)		
Call Hostess for directions – report on calls (day of the show)		
Send Thank you note to hostess (day after show – set goals for sales)		
Follow up call to hostess (10-14 days after show)		

Gathering the Information

- Where do you get all this information for each folder?


C U S T O M E R S U R V E Y

Name _____ Phone # _____

Address _____ E-mail _____

City _____ St. _____ Zip _____

Hostess _____ Date _____



1. My favorite Usborne books are:

1. _____ 3. _____

2. _____ 4. _____

2. I would be interested in receiving free books for hosting an Usborne Show.

Yes No Maybe

3. I would like information on the benefits and income opportunity available with UBAH. Yes No

4. I would like to be on your mailing list? Yes No

5. I would like information on: _____ Usborne Home Shows _____ Baby Showers _____ Teacher Appreciations
_____ School and Library Options _____ Book Fairs _____ Reading Incentive Programs _____ Fund Raising

6. I know someone who may be interested in becoming an Usborne Consultant or in receiving information on an Usborne Event.

Event or Consultant	Event or Consultant
Name _____	Name _____
Phone # _____	Phone # _____

Gathering the Information

- Collect and review info to fit into each folder
- Write notes on survey

A Home for the Surveys

- Keep them out of the laundry room!
- Tickler File System
 - Alphabetical Section
 - Monthly Section
- After show, record info into Power Hour Folders

Home for the Surveys

- File surveys in Tickler file according to action
 - Recruiting packet
 - Show lead for later in the year
 - Follow up customers
- When lead becomes a show, pull survey and put in manilla file folder

Review the process

- A quick scenario
- Add folders as your business grows & changes
- Any Questions?