



Home

the Cake AND the Icing!

Shows

Why Home Shows?

- LONG Term money!
 - Grow your team
- Earn monthly incentives and trips.
- Setting goals is easy.
 - Example: book 3 shows a week
- More control over your business.

A close-up photograph of a chocolate cake. The cake is dark brown and has a white frosting swirl on top. A red rose-shaped decoration is placed on the frosting. The background is dark and out of focus.

SERVICE
IS THE
KEY

Servicing your Hostess

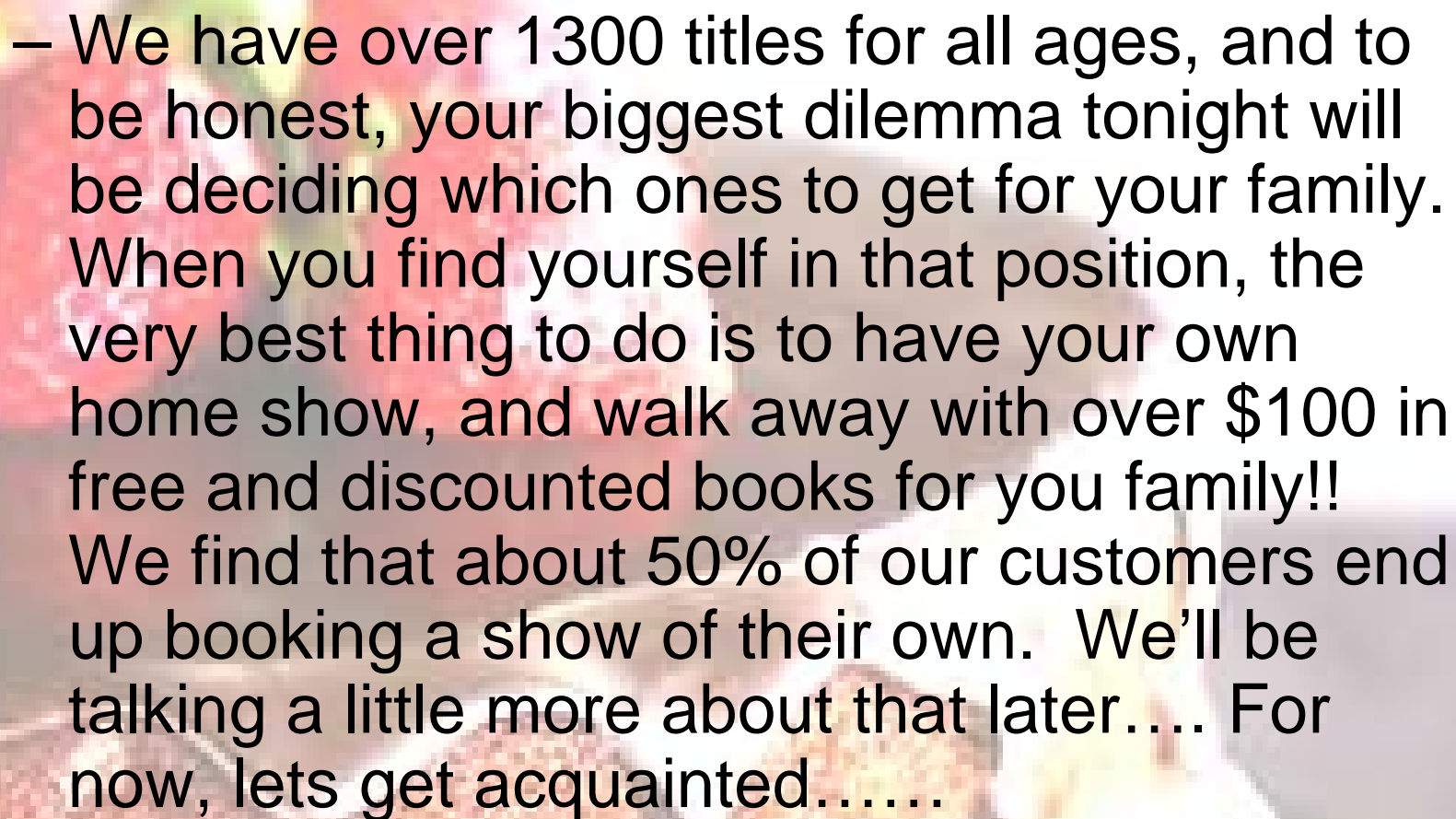
- Hostess Coaching, Quick and Easy...
 - Confirm the date within 24 hours, remind her to get you a guest list
 - Send a letter immediately and set up e-show
 - MAIL the invites, send her a letter too
 - Keep her up on what she needs to do and what she should expect.
- BUY Belinda Ellsworth's Hostess Coaching

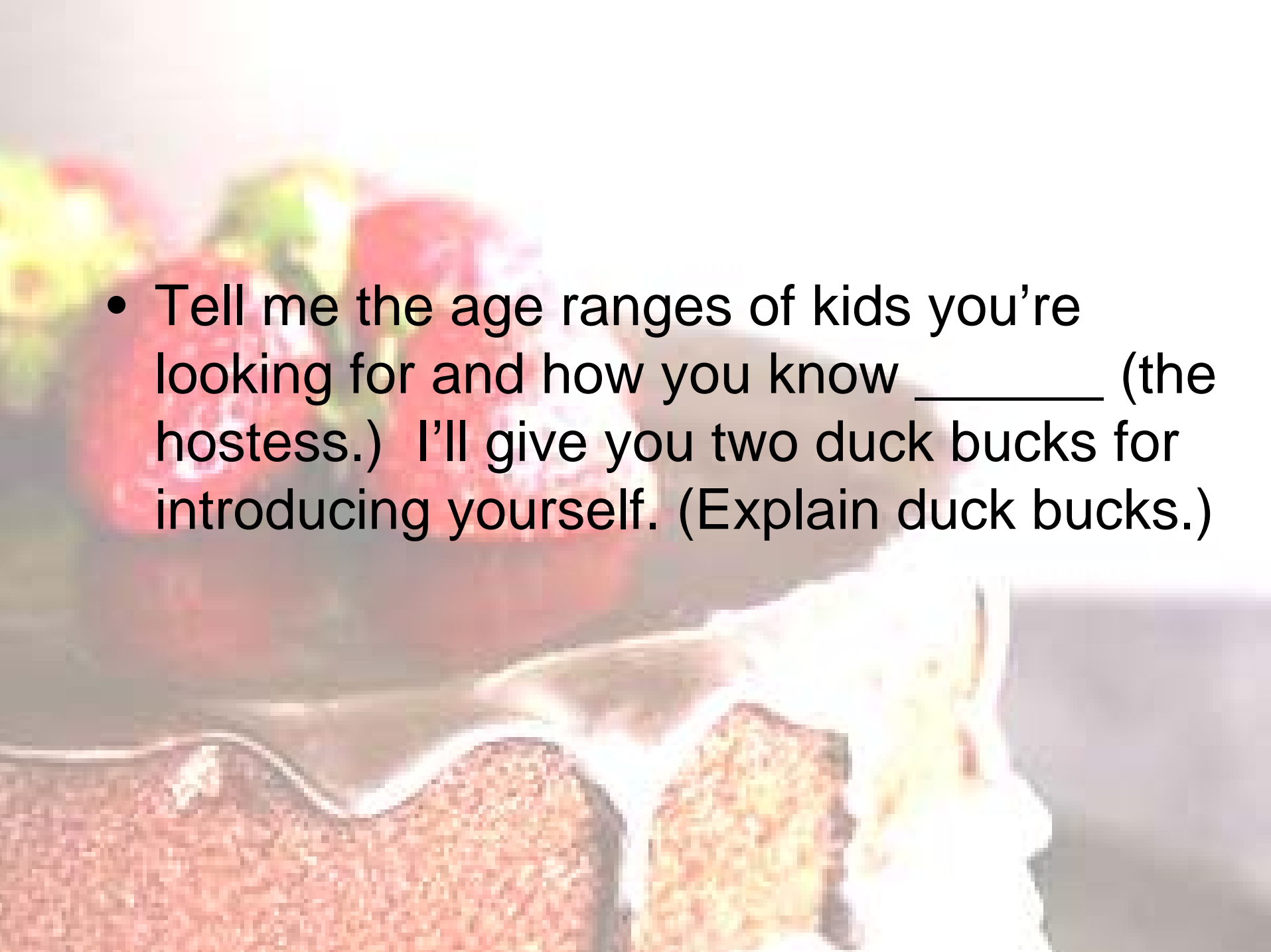
At the Home Show

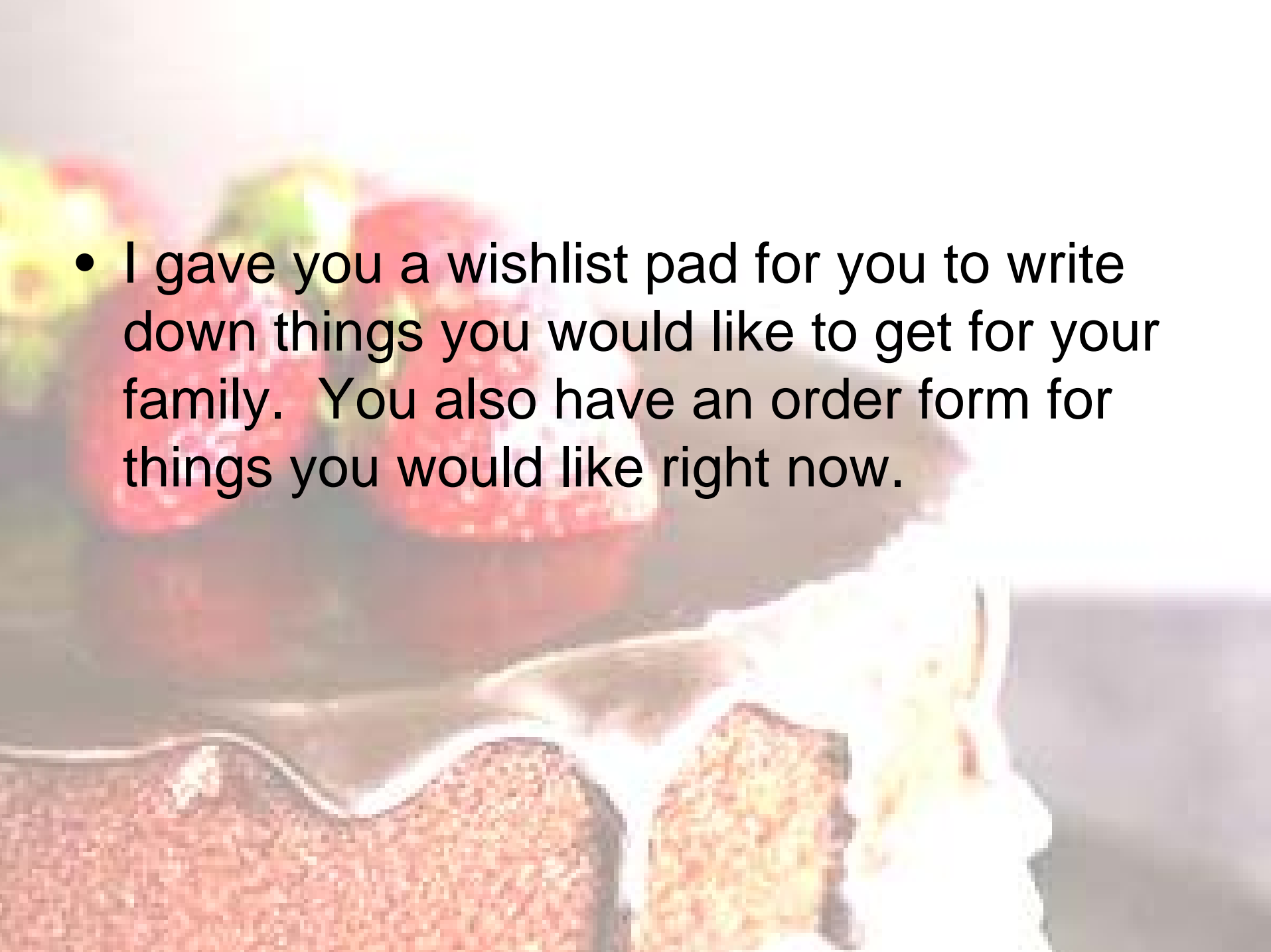
- When does the show start?
 - When you get there!
 - Talk to the hostess, tell her why you're in this!
 - Ask her more about herself & which books she likes
 - As guests arrive introduce yourself, ask questions
 - Have you seen Usborne Books before?
 - Yes: which are your favorites? I have some great new titles for you to see.
 - No: you're in for a great surprise! Usborne books are amazing for involving children. What are the ages of children that you're looking for?
 - Hand them a wishlist and an order form.

Presentation

- Intro:
 - Welcome everyone! My name is Becky Parkinson and I will be your Usborne Consultant this evening. Quick show of hands, how many of you have never been to an Usborne Book Show before?
 - Well, ladies, you are in for a real treat! Usborne is the leading publisher of educational books on the market. They are designed to help kids fall in love with learning for a lifetime. It is well known fact that kids who can read have an easier time in life.

- 
- We have over 1300 titles for all ages, and to be honest, your biggest dilemma tonight will be deciding which ones to get for your family. When you find yourself in that position, the very best thing to do is to have your own home show, and walk away with over \$100 in free and discounted books for you family!! We find that about 50% of our customers end up booking a show of their own. We'll be talking a little more about that later.... For now, lets get acquainted.....

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- A blurry background image of a child's face wearing a duck mask. The child is looking towards the camera, and the duck mask is clearly visible, covering the lower half of the face. The background is out of focus, showing some indistinct colors and shapes.
- Tell me the age ranges of kids you're looking for and how you know _____ (the hostess.) I'll give you two duck bucks for introducing yourself. (Explain duck bucks.)

- 
- I gave you a wishlist pad for you to write down things you would like to get for your family. You also have an order form for things you would like right now.

Showing the books

- Limit yourself... I know you want to show them all!!
 - About 10 books tops. (You can show more later when they're shopping.)
- **YOUR PRESENTATION SHOULD BE 20-30 MINUTES LONG.**

Give AWARDS TO OUR

BOOKS

BEST SELLER!

MOST EFFECTIVE

BEST VALUE


INTERACTIVE

ENGAGING

MOST POPULAR SERIES

Add a Story...

- Testimonials
- Customer Comments (tie in anything you heard from your greeting at the door!)
- Personal Experiences

A close-up photograph of a chocolate cake with white frosting and strawberries. The cake is the central focus, with several strawberries placed on top. The background is blurred, showing more of the cake and some greenery. The text "Ask Questions to Involve Guests" is overlaid in a red, serif font on the upper right portion of the image.

Ask Questions to Involve Guests

Sell the idea of Usborne

- Quality
- Half Price Guarantee
- Amazing Photography and Illustrations
- Internet Links
- Company was started about 30 years ago
- Books offered in 70 languages, 90 countries
- Research involved in creating the books

BEST Selling Book!

- Mouse About the House – Slot Book
 - Hostesses call back to rave about it!
 - Reading Left to Right
 - Manipulative to move, fine motor skills
 - ½ Price Guarantee
 - My Sticker
 - Niece moves the mouse through 20 times a day!

A MUST FOR EVERY LIBRARY

- What is the best way to learn phonics?
 - First Picture Nursery Rhymes
 - Advantage of Clay models
 - Early Phonics
 - “First Series” Vocabulary Builders

BEST VALUE

- Complete Book of Farmyard Tales
 - Dual Reader – Teacher “goals on each page”
 - Find the Duck – helpful for finding details
 - \$5.95, separately, would cost approx. \$120, only \$24.95
 - CD included
 - Map also included

BEST SELLING SERIES

- Touchy-Feely (That's not my...)
 - Multi-sensory
 - High contrasts
 - Mouse to find on each page
 - Easy story line, kids can feel like they're reading before they actually are
 - Learn adjectives

MOST CELEBRATED SERIES

- Encyclopedias
 - Visually Stimulating
 - Internet links
 - Grouped by subject matter instead of A-Z, go deeper into a subject
 - Cost effective, only \$99 for set rather than \$1000 or \$59 for paperback set
 - More hostesses book parties to get this item free or discounted than anything else!
 - Mom bought set as a present from Grandpa...
- Younger Tie in...First Encyclopedias
 - Helpful to teach young kids hard to understand facts
 - Tonya story...

HAPPY TO RECEIVE IN MY KIT...

- Alphabet Book
 - Teachers rave about the effectiveness in teaching the alphabet. (1st grade teacher, this is the only alphabet book I use in my class!)
 - Many uses of each letter. Variety of grammar, not “a is for apple,” nouns, adjectives, verbs...
 - Fantastic for teaching at various levels, and a great early reading book.

MOST VALUABLE FOR LEARNING MATH

- Illustrated Dictionary of Math
 - Hard to understand math terms in visual display
 - Fantastic guide for parents and teachers. Starts on 4th grade level, up through college!
 - Mom bought and couldn't thank me enough!
- Wrap Ups
 - Have a race! Tell them how to hold the wrap up.
 - Rules: 2 duck bucks when you finish, 5 if you win, 10 if you can beat me.
 - Boys on Bus Story
 - To be effective they needs to stay fun!
 - Two kids on different levels can race against each other.

INCREASES

ATTENTION SPAN

- Great Animal Search/Great Wildlife
 - Bit chunks of information – fantastic for a young reader or an unmotivated reader, not overwhelming.
 - VERY involving, fun to spot each animal
 - Kids spend hours on an open page!
- Explain advantages of combined volume
- What is the best way to increase a child's attention span?

MORE PEOPLE BUY THIS AS A GIFT THAN ANYTHING ELSE

- KID KITS
 - Makes our books more hands on.
 - Great value
 - Volcanoe KK
 - Magic KK
- One of you will get one for half price

MOST EXCELLENT LEARNING GAME FOR CHILDREN

- Learning Palette
- New York Times: Sylvan learning center uses them exclusively for teaching
- This has helped children more than anything else to improve test taking skills
- Cement Test Taking Skills
- Friend: child behind in reading, caught up using it!

Other smart phrases

- You can **START** on Christmas Shopping now! Books do not have a shelf life!
- Usborne is one of only a few companies that is Home School Accredited.

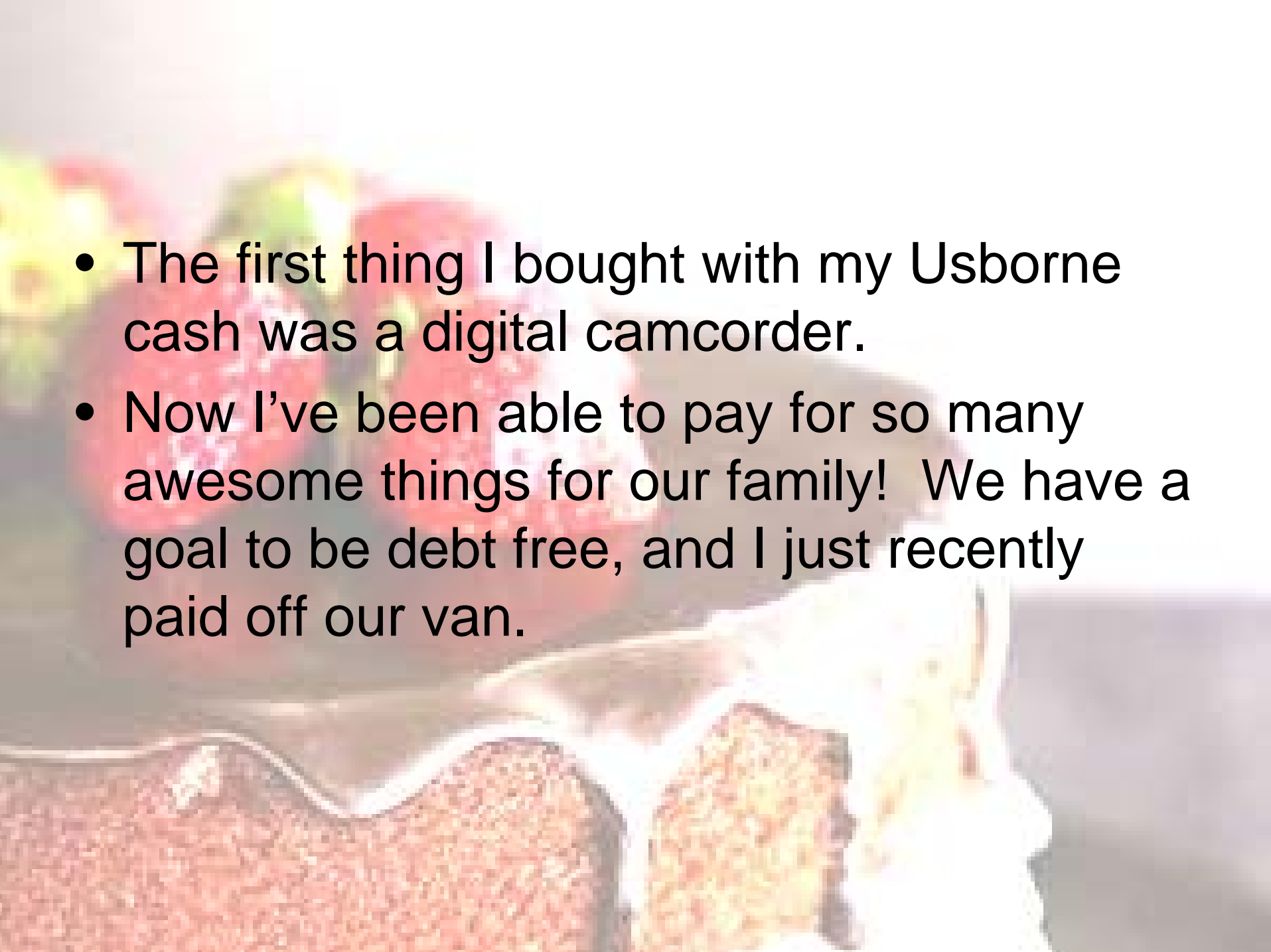
Getting Bookings

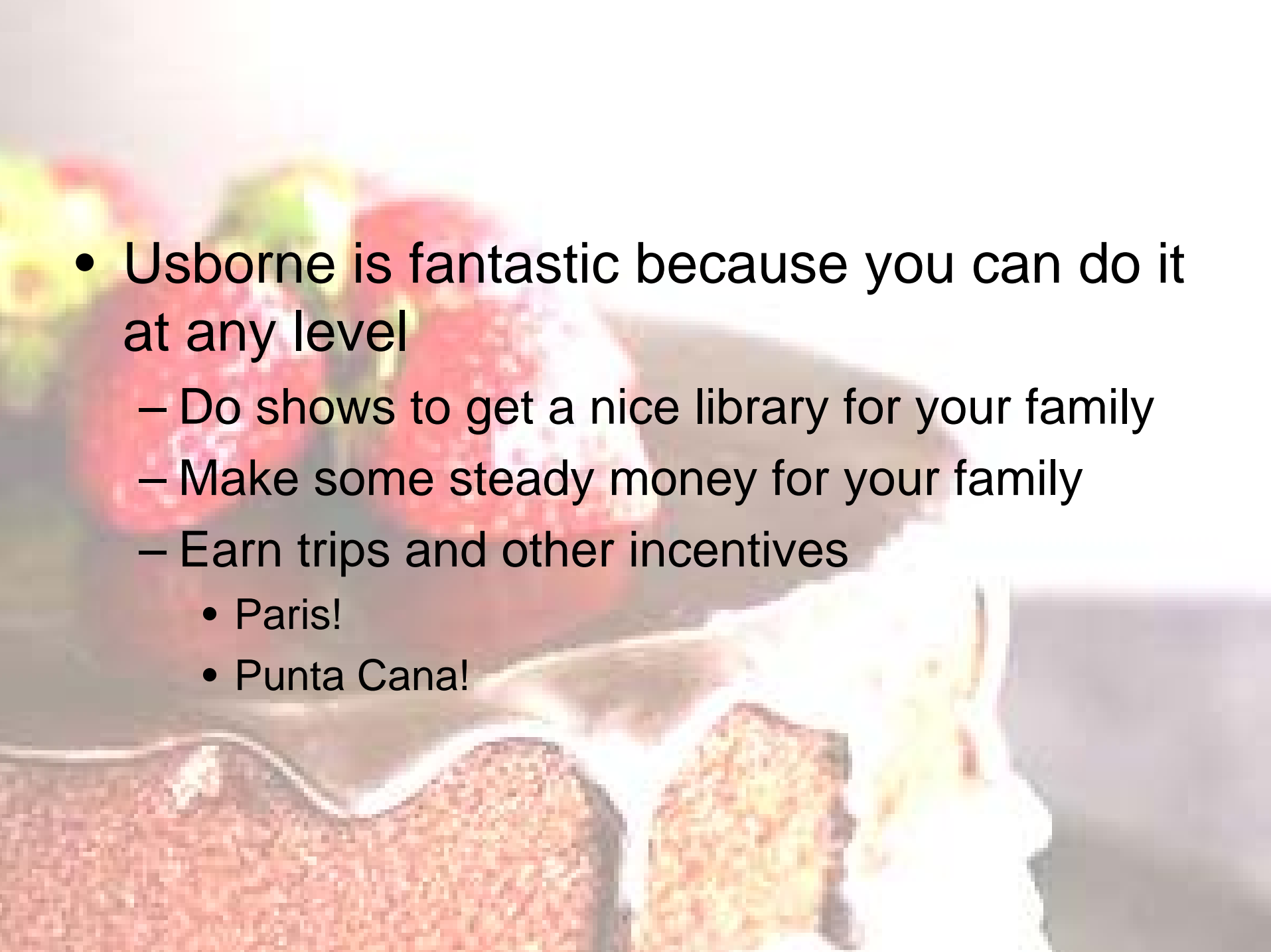
- Have you dreamt of having a shopping spree to your favorite store? Usborne offers a fantastic way to get a shopping spree from us. By simply inviting friends over and having a fun time like we have tonight, you can walk away with a nice shopping spree on us!
- Pretend Hostess, let me show you how our program works...

Recruiting

- Who would like to eliminate one bill a month from your budget? Or take your family on a Disney vacation, remodel your house or add an additional stream of income to your household?
- One show a week could do that for you! I make on average \$100 a show, for just a couple hours away from home on the nights I choose to work.

- Maybe you are thinking “I have never been in sales before. I’m just not sure I would like it or be good at it.” The great thing about our company is we literally give you a chance to give it a try! With just a couple of shows for your friends and family, you could pay off your kit, pocket some extra cash, and if you decide it is not for you, you would have made some good money and gotten your children their own wonderful Usborne library. But you may decide you really like it and it is fun!! So if you are even just the slightest bit interested, I would be happy to send you home with an information packet, for you to look over in the privacy of your own home.

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- A blurry background image showing a person's hands holding a stack of money. The image is out of focus, with the hands and the stack of bills being the primary subjects. The colors are warm, with reds and oranges visible, suggesting the presence of US dollar bills.
- The first thing I bought with my Usborne cash was a digital camcorder.
 - Now I've been able to pay for so many awesome things for our family! We have a goal to be debt free, and I just recently paid off our van.

- 
- Usborne is fantastic because you can do it at any level
 - Do shows to get a nice library for your family
 - Make some steady money for your family
 - Earn trips and other incentives
 - Paris!
 - Punta Cana!

Customer CARE Sheet

- Read through each question with them!
 - Offer an incentive to hand it in
 - I'll give you 5 duck bucks for the drawing and trade you a catalog.

C U S T O M E R C A R E

Name _____ Phone # _____

Address _____ City _____ Zip _____

Hostess _____ Date _____

E-mail _____



I would like to host a show and get my favorite items free or at a discount: Yes Maybe No

I would like to be kept up to date on specials and new books: Yes No

I would like information on participating in the Book Club: Yes Maybe No

I am interested in more information on what it takes to be an Usborne Representative: Yes No

I would like information on (circle):

Baby Showers, Teacher Appreciations, School and Library Options, Book Fairs, Fund Raising

I know someone that I think would like to know more about Usborne:

I give referral gifts! \$20 in free books of your choice for each that hosts an event.

Name _____

Name _____


Phone # _____

Phone # _____

What was your favorite Usborne Item you saw today? _____

Servicing the Customer

- Please let me know if you have any questions. I'm going to straighten up a little and then come around to see if you need any help.
- How are you doing? Are you finding everything okay? Any questions?
- I'll come back around again to see if you need help... otherwise just shout out to me

- 
- Total and/or fill out their order for them
 - Customer Special
 - Did you get everything you wanted?
 - Would you like to host a Home Show?
 - Resolve Concerns

Follow-up Sheet

- Let your hostess know where she is!!
 - Clean up
 - Total orders for her and write on the sheet
 - Go over after guests are gone or ask for a few minutes of her time.
 - SET GOALS FOR FOLLOW UP!
 - Remind her that the sheet is for her, and her success.



USBORNE
BOOKS AT HOME

Closing the Show

- Your Local Tax is: 6.6%, Shipping is 8%
- Please ask the customers to make their checks payable to *Usborne Books*.
- We also take Visa, MasterCard and Discover. Make sure you have the correct number and expiration date.

Congratulations! You have just hosted a successful Usborne Books Home Show!

This chart should help you keep up with some of the remaining details of the show.

RETAIL SALES at party \$ _____
(Do not include S/H or tax)

Merchandise Allowance \$ _____
(FREE Books***)

1/2 Price Books*** \$ _____
(Up to this amount in retail @ 1/2 price)

***Costs to You:
\$2 Handling Fee
Shipping on Retail Amount
Tax on Total

GOAL for RETAIL \$ _____, will give me _____ FREE books and _____ 1/2 price books

I need \$ _____ more in retail sales to reach my goal.

(You will need to get approximately ____ more orders.)

***See back side

Please complete your WISH LIST for the above FREE & discounted books!

Remember, for each home show scheduled, you will receive \$20 worth of books for only \$5! The third home show scheduled from yours will give you this benefit, **PLUS** any one book of your choice from the catalog **FREE!**

Home Shows currently committed: _____

Contact me if I can answer any questions or be of further assistance.
Otherwise, I will call you _____ to close your show.

Have fun on your *Usborne shopping spree!*

Two to Three weeks after the close of your show I will deliver the orders bagged and ready for you to deliver with your free books.

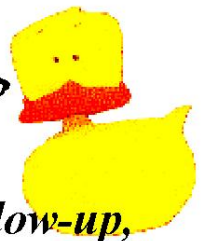
_____ # OF CATALOGS I NEED BACK FROM YOU

Becky Parkinson

756-6716

www.beckysbooks.com

FOLLOW-UP



*The key to a successful party is follow-up,
it will often double, triple, or quadruple your party!*

Potential Outside Orders:

(Who did I forget to invite or who couldn't come but would probably like to place an order?)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

How to get orders from everyone!

1. Call your guests who couldn't come to tell them you are bringing a catalog by for them to look at.
2. **Orient your friend to the catalog**, 1400+ titles in a catalog can be overwhelming! Show them where the following are: Sets, Kid Kits, Baby Books, Preschool, Elementary, Leveled Reading, Science, Geography, Math... Etc.
3. TELL THEM WHAT YOU THINK WOULD BE GOOD FOR THEIR CHILDREN/GRANDCHILDREN. TAKE BOOKS TO SHOW!
4. **Share your excitement for the books!** The more energized you are about Usborne, the more they will be!
5. **Give them 12-24 HOURS**.... Tell your friend you don't have many catalogs (you really don't) and you need to get them around to everyone.
6. Call your friend when you planned to pick it up. Ask if they are ready... if not ask if you can pick it up in an hour or two!

Out of State Orders:

1. Call your friend/family member and have them get on the internet (www.beckysbooks.com) while you're on the phone (call later if now isn't convenient.)
2. Get on the internet yourself and/or pull out the catalog and tell them to search the books you think would be best. Have them place their order right away!

Closing the show

- Over the phone, send thank you card.
- Deliver books
- Call 1 week later to see if there were any problems. Has she delivered the books? Did she and her friends enjoy them? Anyone want to host a party? Remind her that she can rebook.

Information Please

- Powerpoint and documents can be found at: training.beckysbooks.com for a short time and will also be submitted to the FTP.