

Avoid Cancellations

Independent Executive Senior Sales Director Irvine Foster of Hollywood, Fla., consistently holds three classes a week using this plan:

- ♥ Book two classes for every one you want to hold.
- ♥ Always have a hostess gift she can't live without.
- ♥ Never book more than two weeks out, if you do, put "T.N.T" next to it because it will probably explode off your books.
- ♥ Go with your gut, if your instincts tell you a hostess is not sincere, double book that night. Dovetailing is always an option.
- ♥ Give a hostess packet with samples and a thank-you note to your hostess as soon as the class is booked. Tell her you will call soon for a guest list.
- ♥ Once you get the guest list, call each guest to confirm and pre-profile.
- ♥ If the class is more than a week away, send a reminder postcard to your hostess.
- ♥ Don't forget to mention that the hostess gift she can't live without has her name on it and that you can't wait to present it to her.
- ♥ Call your hostess one hour before the class to ask for directions so you can make sure she is at home.