**ASSISTANTS – 2 DIFFERENT JOBS**

*Something that has worked for Jill the past 4 years or so*

**Booth Advisors**

* Wear blue shirts.
* We refer to them as Blue Ladies.

**Booth Hostesses**

* Wear complementary clothes.
* Will not leave front table.

**Thoughts from a Booth Hostess:**

I read what you gave us to have some knowledge of the changes. When the bell rings… and we’re off… I hold catalogs in left hand and try to put hand-outs inside the catalog on the pages where it says “Twenty-Seven Reasons Not to Buy Sonlight.”

I just ask people, “Would you like to sign up to win this wonderful basket of books?” [or whatever you’re giving away]. I also ask them if they would like a catalog to view our curriculum. Those 2 questions generally get them to come and sign. If they come and ask for a catalog I say, “Would you mind jotting down your info? We like to make sure you will receive a catalog and it enters you into this free drawing.” If they are resistant I mention that the Sonlight Rep gets paid regarding contacts, booth visitors, etc.-- or whatever you and I discuss regarding that part.

While they are filling out their cards I ask them if they are familiar with Sonlight Curriculum. If not I go on to tell them briefly who we are - literature based curriculum from pre-k through high school graduation.

I ask them the ages of their children and point where to find the curriculum based on their kids. They may have specific questions and at that time I tell them **“I would love to answer your questions however I am going to let you talk to one of our wonderful seasoned Blue Ladies because I have to monitor the front**. I**f you would like to wait a few minutes I will have someone help you as they are available. Right over here is your curriculum for\_\_\_\_\_\_ years and so on.”** Then I watch for an available Blue Lady. I try to get their name and pair you guys up by introducing you all. I find that is a nice touch and they are very receptive and appreciative of that.

If there are quite a few around the table like 2 or more (I have had at least 6-7 at one time) I just say, “If you all wouldn't mind filling out one of these cards, I would appreciate it. It just lets us know who has stopped by our table and picked up a catalog, and it enters you into a drawing. Now, when you are finished if you could just listen for a quick minute I will give you your bags full of goodies.” I then tell them about what Sonlight is and then point to how our curriculum is set up in the booth so they can browse while they are waiting on a Blue Lady.

 I then tell them all in unison about the coupon on the catalog and when it expires, show them the article in the back of the catalog and encourage them to read it and look through their catalog. I tell them I know it is very busy here at the moment, but if they can’t wait, please stop back and talk to one of our Blue Ladies sometime this weekend. “That way you can understand what we are all about before you make your choices on what you will be using this year.”

During this time I am always watching and seeing others come into the booth and asking them if they need help and trying to herd them over to the table. Yes, I do miss a few ... but the Blue Ladies are good about helping us up front.

I like to be personal with them and tell them we don't sell anything in this booth but we encourage you to look and ask questions so you will have the information you need to make a good choice for your family.

I also ad lib like crazy especially when I am warmed up. I talk quickly and I believe clearly. I talk an awful lot, so you will definitely want hostesses who aren't afraid to talk to others.