

# Rev Up Recruiting & Sales with Booth Events

By Becky Dean, Senior Executive Supervisor

Please follow UBAH's booth policies. Re-read pages 94-95 in your consultant manual:

1. When calling to obtain a booth, you must first ask if an Usborne Books at Home representative held it the previous year or time. If so, then you need to call the UBAH rep to see if they are doing the booth this time - if they are, you may NOT proceed any further on obtaining that particular booth as it is "theirs"!
2. When calling on last-minute booth space at an event (less than 60 days), if the previous consultant has not yet registered you can proceed on obtaining the booth, as they should have registered on time.
3. You must live within a 60-mile drive of the booth location at the time the booth is reserved to be able to keep it as "yours". You may do long-distance booths until local consultants in that area want to do it. Then you must *graciously* let them have it if time allows. If the event changes location from year to year, however, the original consultant keeps the booth.
4. You must register the booth under the name Usborne Books at Home and cannot represent or recruit for another company. You may only sell Usborne products at your UBAH booth. *Source: July 2001 HO newsletter - Vol. 3, Issue 7*
5. The final decision is up to the committee or person in charge of the booth. If they do not like the way someone acted, spoke or conducted themselves, they have the right to not invite them back. They have the final say on who does the booth and represents them. If questions arise, please contact your upline supervisor.

## Types of Booth Events

Craft Sales - Home, Garden, Sport, Travel Shows - Women's Expos - Childcare Conferences - Educational Conferences - Library Conferences - County Fairs - Home Parties Extravaganzas - Flea Markets - Christmas Bazaars - Local Festivals - Watery type of Events - Local Farm Fairs - Realtor Trade Shows - Living History Events...

**Should you do an outside booth?  
ONLY AT YOUR OWN RISK! 😊**

## How to Find Them

- Contact your Chamber of Commerce for local events.
- Watch your local paper for different events ideas with Usborne in mind.
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## Ideas of Ways to Split and/or Share a Booth:

1. Take the booth fee and divide it by the number of hours of the event and the number of people working the booth. Charge consultants for each hour that they work - which then pays for the booth fee. Keep track of what each consultant sells and "pay them back" the *commission* from what they sold. This works best for booths split between different consultants on different teams.
2. All consultants involved set up/tear-down the booth together, all work together or have the hours split evenly between them, and all pay for the booth fee evenly. The *commission* from all sales is split evenly, regardless of who sold what individually. Profit and loss is split evenly. Sales credit is also split evenly when reordering or closing out inventory order. Works best for booths shared by "sister" team members and who you work well with.
3. One person pays for the entire booth and allows their downline to come work the booth for FREE leads and training. Booth holder gets all commission from sales to pay towards the booth fee/expenses. Booth holder absorbs all losses - any profits are applied towards other booth losses - so hopefully it will even out. The main intention is to provide an opportunity for their downline to gain FREE hands-on training and leads. This works best for supervisors that have booths so they can offer team members leads, training and practice - w/less paperwork!

## How to Share Leads

1. Put all the leads in a "pot", then distribute equally according to hours worked.
2. People get the leads they talked to when they worked. The extra are split evenly. An easy way to sort leads is to have different color lead slips for each person working - or consultant writes their name on top of lead slip for those they talked to - or have a different color pen for each person.

## Working a Booth with Someone Else

COMMUNICATE your expectations before hand!

1. State sales goals you expect to be sold each hour.
2. State booking goals up front as a challenge to meet.
3. State how people should help in set-up/tear-down.
4. Decide beforehand how you will split leads/sales.
5. Discuss how people should conduct themselves while working for leads.

Be willing to share! Don't be overly competitive/pushy or customers will sense this and RUN AWAY! If Sheila first talked to them, I know they are "hers" but if the prospect is on my side of the booth I should try to book/recruit her *for* Sheila!!

## Why You Should Do Booths

- To gain fresh leads for home shows and recruits.
- To get extra sales.
- To break into a new geographical area.
- To practice selling and recruiting.
- Hands-on advertising.
- To show business stability.

### Keeping in mind...

*"Why should you pay to do a booth when you can do a book fair for free?"*

*"If you spent the same amount of hours on the phone calling leads/asking for referrals, you probably could sell/recruit more than what you can at booth!"*

## Booth Location Strategies

- In main flow of traffic or outside ring as people walk around to the right - not too close to entrances - open aisles.
- Consider cost vs. people - some spaces are more expensive than others but might be worth it.
- Check out the event the year before to prevent dead events.

## Booth Layout Strategies

- Layout is determined by booth size, # of tables/books you own:  
a U - Inverted V-Shape - an L - Straight Across  
(Buy 2x4 card tables or folding banquet tables vs. \$10-\$20 table rental fee per event)
- Don't squeeze the front of your booth too narrow or block it off! Minimum 5 feet frontage.
- Don't stand in middle of booth - leave someplace for yourself to stand/sit - behind a narrow/short stand is best.
- For long events a bar stool is a nice alternative to a chair as then you are eye-level.
- A Kid Kit rack is great on end and increases sales or hang kid kits on front of racks.
- Leave space for recruiting information!! Use Recruiting Board. Leave space for people to sign up in your drawing.

## A Professional Display is a MUST!

- Blue tablecloths from Home Office are excellent! They can take the place of a banner if there is no back wall. The blue color is relaxing-inviting for browsing.
- Make sure tablecloths are on straight! And ironed!!
- Carpet is nice for long events - indoor/outdoor or 2 - 5x7 pieces. Or foam floor squares.
- Arrange books by ages, subjects, or themes.
- Have "feature" mini-displays within your booth: castles, pirates, princess/fairy, farm...
- Books need to be color-coordinated - switch colors back and forth on racks.
- Do NOT "fan" titles! Have a full-cover showing.
- Prevent titles curling by overlapping them slightly or rotate titles from behind.
- Rotate titles around during the event to have a fresh display.
- Have extra matching fabric to drape over boxes, bottom of KK rack, line baskets...
- Use crates on top of table for "bookshelves" and add height with fabric covered boxes.
- Put books under table in crates on end like a bookshelf for easy access to extra titles.
- Find cheap racks at garage sales, going out-of-business sales, dumpsters...
- Get table-top racks from: [www.fixturecraft.com](http://www.fixturecraft.com)
- Get inexpensive book easels at: [www.thelibrarystore.com](http://www.thelibrarystore.com) (search for "hinged easels" - we recommend the 3-wire w/lip to hold thick books or multiple titles)
- Have space for a "check-out" area - use safety pin to pin bags on rack near checkout.
- Wear your cash in fanny pack or use a cash register - have cash secure.
- Use a cash register or cash & carry order forms or plastic portable registers w/forms.

## Kid-Stoppers (and thus parent-stoppers)



"Make a bookmark" using duck stamps - Duck game in blue marbles - Disappearing scarf trick from Magic Kid Kit - Plane flying around from Batteries and Magnets Kid Kit - Train sitting in booth - Pirate flag hanging up - Kid's picnic table w/slot books or coloring sheets...  
EASIEST? Duck Stickers



## “Saying Stoppers” - What to Say (phrase ?’s so even if they say no you can still keep talking)

- Have you registered for our drawing? We are giving away \$20 in free books!
- Feel free to come in and browse. 80% of our titles are under \$10.
- Come on in to take a peek. We have books for all ages from history to board books. And 80% of our titles are under \$10.
- Need any Easter (Christmas) gifts? Books make great Easter basket (Christmas stocking) stuffers.
- Would you like to earn a \$100 worth of FREE books!?
- Have you heard about our booth specials today?

## Strategies for Utilizing a Free Book Drawing at Booths

- Use raffle slips w/email address line to add people to inTouch mailing lists.
- Use clipboards for drawing slips so they don’t write on books. Easier to hand out clipboards for people to sign up.
- Hide your drawing box so they have to give their drawing slip to you.
- LOOK at their drawing slip and make the appropriate comments to book parties or hand out recruiting info. to save on postage. It is a much higher success rate on leads if you can talk to them at the event and pre-qualify them.
- MAKE NOTES on your drawing slips before you put them in the box to remember them when calling back.

## Be a Butterfly, *NOT* a Caterpillar

Your goal is to talk to everyone and let them know about how great Usborne Books are but not to be overly aggressive and chase your customers/prospects away! Think of being like a BUTTERFLY who flits in and out. Give a little info. - BACK OFF! - give a little info. - BACK OFF! Do NOT be like a caterpillar who stays on the same leaf til it is devoured and wonders where everyone went! ☺



## State Fair Selling Secrets - How the Sunshine Team Sold \$20,000+

1. Be Active in Your Booth
2. Know Your Product
3. Use Testimonials
4. Sell Combined Volumes as your Booth Specials
5. Carry Higher-Priced Books
6. Carry Library-Bindings

## Tips for Higher Profit Margins

1. Order inventory as a home show to utilize hostess benefits categories. (HO approved method - please do not order inventory as bookfairs)
2. Order Customer Specials, Value Packs, Discontinued Titles, Internet Specials, Internet Seasonal Sets. Then re-sell at retail to make extra profit or some as booth “specials” to drive up sales.

## Rev Up Your Recruiting from Booths

3. Be prepared to recruit!
4. Set-up your booth with recruiting in mind.
5. Use a raffle slip that asks if they would like more info on the business opportunity.
6. Dress for success - dress above attendees. Wear all your HO "bling". Act confident.
7. ASK! "Have you ever thought of doing something like this yourself?"
8. Follow up on leads within 1-2 business days for better results.

## Silent Recruiting Strategies

- Help Wanted Signs
- *Personalized* Recruiting Board or Banner with "Success Pictures" of YOU
- Silent Recruiting with Pins/Signs - "Could you use an extra \$100 a week?"
- Wear your balloon and team pins - it makes you look successful!
- Dress up! Wear solid color top so people can see your pins/nametag.
- Prominently display recruiting literature in holder w/sign "FREE Info"
- Recruiting Packets - MUST be professional looking.
- SMILE! ☺ And be confident and enthusiastic!

## More "Butterfly Commercials"

- Have you ever heard of Usborne Books? They are educational books that specifically designed to make reading and learning fun. We have over 1000 titles and 80% of them are under \$10.
- Did you know you can earn free books by hosting a party? We guarantee you a \$100 MINIMUM in Free books by getting 10 people at your show and 10 outside orders. Though we find that even if you just do one requirement, you will still earn \$100 in FREE books and those that do both earn even more!
- Or, The hostess special for March is...
- Our booth special today is: every 4<sup>th</sup> book you buy is half-price and we also have THREE ways to get FREE books.  
(book fairs - S&L that order over \$200 - and the best way is that we give away free books at home parties)
- We need consultants in this area. Have you ever thought about doing anything like this yourself

