

Dive into your Contact Database

Your contact database contains all of your Hostess, customer and sponsoring lead information. When you utilize this tool in the web order system (Start a Booking), you create a powerful resource that you can use to reach out to past Hostesses, customers and party guests.

Past customers and party guests:

Send a Sail Away Virtual Postcard to reintroduce yourself to past customers and party guests. Make sure you include the link to your personal website (for example: www.princesshouse.com/consultants/KHivner), which features the current Hostess and Customer Specials and all the details of the Sail Away cruise.

Your past customers and party guests will be able to view all our exclusive products on your website. When they fall in love with our versatile cooking, entertaining and dining products, they'll book a party to help you achieve the trip. They may even decide to Sail Away themselves, and join your team of New Consultants.

Make a habit of emailing past customers every Period, particularly those who have purchased items in the same product line as the Hostess Special item. In Period 4, use your contact database to email customers who have bought Princess Heritage® or Vintage Garden™ and offer them the opportunity to add to their collections by hosting a party on one of your Special Dates.



Maintaining contact and building relationships is important. If your contact doesn't have an email address, download the Sail Away easel flyer in the Travel Trip section of Consultant's Corner and mail it to them with your contact information and additional materials like the Three Opportunities Brochure, *Insider's Catalog* and *Easy Ideas®*. Be sure to follow up with a phone call.

Hostesses: Send an email to past Hostesses who earned the Vintage Garden Canister Set in our Three-Booking Gift collection and tell them how they can complete their set FREE by hosting a party on one of your Special Dates to earn the Mini Canister.

Contact all the Hostesses in your database. Offer them the opportunity

to host another party or turn their love of Princess House products into a luxurious Mexican Riviera cruise. They may decide to start their own business, which will help you achieve your New Consultant Sales Goal.

Dive in and start contacting everyone you know! **PH**

"I email a guest list to every Hostess. I haven't used paper guest lists in years. Every party guest goes right into my contact database so that I can email them about upcoming and current Specials to increase my bookings and sales."

— Area Organizer and Maui Trip for Two Achiever Kim Hivner