

## CONFIRMATION CALLS

### This is how to greatly increase your guest show-up rate!!

Situation: You have invited 10 people to any PPL event. (PBR, Business Briefing, Super Saturday, etc.)

Objective: To have them actually SHOW UP!! These calls are **VERY** easy and **SUPER** effective. **If you are sick & tired of having “no-shows” – just TRY having confirmation calls done with your potential guests and watch your guest show-up rate more than likely DOUBLE!!!**

Confirmation Call system: Give the list of people you've invited & their phone numbers to someone else who will do “confirmation calls” for you. These calls need to be made the day of the event or the day before.

#### Confirmation Call Example for Business Briefings:

“Hello, is this Bill Smith? [Yes] Great, this is Sally Jones and we haven't met yet, but I'm one of the event coordinators for the seminar you have been invited to by Mr. James Green and I'm calling simply to confirm your attendance. We have a seat reserved for you for tonight and would like to know if you are planning on attending.

[Yes, I sure do.] Wonderful. Will it be just you or would you like us to reserve a **couple** of seats – would you like to bring a friend or business associate along?

[Well I might like to bring my girlfriend.] OK, great, then I'll have two seats reserved for you and Mr. Green will look forward to seeing you both tonight.”

If anything does come up that prevents you from showing up, would you please be kind enough to give Mr. Green a call to let him know? [Sure] Great – thank you so much.

And I just want to remind you that the dress/attire for this seminar is business or business casual. And do you already have the time and the location information? [Yes] OK – great, then you have a great day and enjoy your evening!”

If the person on the line starts asking questions, you can answer with something like this:  
“That's a great question, Mr. Smith, and I'm sure it will be answered tonight for you.”

#### Who can do Confirmation Calls?

Virtually ANYONE mature enough to make that call and follow the script fairly closely. It's a great idea for you to pair up with another associate or two – and do confirmation calls for each other on a regular basis.

