

6 KEY ELEMENTS

Whether it be a home party, a Facebook party or a one-on-one appointment, there are six key elements that are needed.

1. Creating Desire.

Your true objective at a party is to create desire. If you create the desire for the product, you will get sales. If you create desire for hosting, you will get bookings. And if you create desire for the opportunity, you will get recruit leads.

Creating desire starts right at the very beginning. The fun begins the moment the guests walk in the door, so it is very, very important for you to have your display set up beforehand.

You are in charge of creating a fun environment, so don't miss the opportunity to meet and greet guests at the door. As you approach people, extend your hand, make good eye contact and smile. A conversation like the following will work for any type of party:

You: Hi my name is Mary and you are?

Melissa: Hi, I'm Melissa.

You: Melissa, is this your first time at a spa party?

Melissa: Yes, I've never been to one before.

You: Well, thank you so much for coming. Tonight we're going to pamper you, and I can't wait to show you our all-natural spa and bath products. How does that sound?

Melissa: Sounds great!

You: We're going to start shortly, so feel free to take a peek at the table.

Your meet and greet should engage people and pull them in. It also develops likeability. It should make them think, she's a really nice person or I think this is going to be a lot of fun. If they think you're nice, they'll like you. And if they like you, they're more likely to introduce you to their group of friends.

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2. Your Opening Talk.

The opening talk is one of the most significant and important parts of having a successful party. It's where you create first impressions and you have the guests' full and undivided attention. Your opening shouldn't take very long – only a few minutes. You are giving the guests an overview of the evening and telling them what to expect and what's in it for them.

Your opening should really pack a punch, though. You need to know exactly what you're going to say. If there is one part of your script that you want to memorize, it is this portion. Of course, you want to want to be comfortable with your entire party presentation, but you really want to be sure of the opening.

Eventually when you start showing the products, you want your guests to engage, laugh, and make comments – but now is when you want them to pay attention and say to themselves, "Wow, I'm glad I'm here. This is going to be a lot of fun!"

Your opening talk might sound something like this: "Hi, my name is Mary, and I am going to be doing the party this evening. Quick show of hands, how many of you have been to a Step Into Success party before? "Great! You're in for a real treat because I have a wide range of amazing products to share with you this evening. I have a little something for everyone depending on your skills, team size and title. You're going to fall in love with so many of our products that your biggest challenge this evening is going to be what to choose. If you find you're unable to get everything you want tonight, the best way to take care of this is simply by hosting your own party like Sarah is doing here this evening. We really appreciate our hosts and we like to treat them to a very generous shopping spree of free and discounted items, as well as a fun night out with their friends. As you watch me do the party this evening, you'll see that it is fun and pretty simple. If any one of you is looking for a way to add an extra stream of income to your household budget, you'll be happy to

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know that on average we make about \$150 to \$200 in an evening. If you would like some information, I'd be more than happy to send it home with you. With that, I would like to thank Sarah for having me in her home and I would like to thank each and every one of you for coming. Now I would like to introduce you to the wonderful world of Step Into Success."

As you can see, the opening talk is very short and simple. If you can perfect this part of the party, you will breeze through the rest.

3. The Presentation.

You want your entire product presentation to be short, simple, enthusiastic, and solid. In fact, it should be entertaining and educational at the same time. You don't want to get too detailed into the product line. And you want to stay away from going into a lot of detail about the history of the company. You could end up losing the guests' attention.

Here are some tips for creating a winning presentation:

Keep it short. In order to keep your presentation to 20–25 minutes, you are going to want to show your products in groupings or sets. It appears you are showing one product, but in reality you are showing four. This could ultimately help with increasing your party average.

Use testimonials because they sell. The more stories and testimonials you can use in your party, the better. They show that your products are loved and used by many. If the host already has some products or if there are guests who've attended before, you can ask them to talk about their favorite product. Testimonials are the single most powerful ingredient that prompts people to take action.

Sell the benefits, not the details. Stick to the benefits of the product and what it can do for them. Don't go into details about how or where the products are made and so on. Show

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value by sharing the benefits. Your customers need to understand how your products are going to impact them and how they're going to make a difference for them. How is this going to make my life easier? How is it going to save me time and money? Value also means showing versatility if your products can be used in multiple ways. "Ladies, no pantry is complete without _____."

Plant more booking and recruiting seeds. You need to be planting seeds throughout your party. You want to plant three in your presentation. For bookings, "This is an something you might choose as your half-price item when you host your own party." With recruiting you can share why you started with the company and what your business has done for you and your family. Again, you don't want to go into too much detail. Remember that you want to keep your presentation going at a smooth pace.

Always Show in Groupings. If you show one product, you will sell one product. That is why it is important to always show your products in groupings. By doing this, when people look at buying one item, they associate it with buying 3 other items. Learning to put groupings together and having a price ready for them is crucial to helping increase your party averages. People always want to know, What products go together and can I afford this? However, you don't need to offer a discount. Groupings aren't for this discount but for the creativity that people lack. Think about "dummy shoppers" – people buy what is on the mannequin because they don't have the creativity to put something together.

So select items that go together, and show them in groupings at your parties. Your presentation is going to primarily focus on the product, sprinkled with some information on booking and recruiting, and topped with value. Remember, if people see the product and like it, they are likely to buy it.

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4. The Booking Talk.

Most consultants either don't have a strong booking talk, or they don't practice it. You have to do both. Again, it is important to memorize your script. Otherwise, you're likely to be all over the place, and it's difficult to get to the point. You need to have a strong booking talk without going into too much detail. Go light on what the host gets, and balance it with what her friends get.

Here is an example of an effective booking talk:

"Ladies, I'm sure you've all had a wonderful time tonight, and possibly you're not able to get everything that you want this evening. You're thinking, Wow, a \$100 shopping spree sure sounds nice. Let me tell you how simple and easy it is, and really, it takes no more than the time you spent here this evening. Haven't you all had fun here tonight? That's how much fun we're going to have at your house with your friends. They're going to love you for having them over for a girls' night while introducing them to these amazing products. I will do most of the work, and all you have to do is get some friends together and have a great night socializing and shopping. So, honestly, why in the world wouldn't you want to host your own party? That's why I'm encouraging each and every one of you tonight to just say yes, and I'll work with you on a date that's suitable for you and your calendar."

If you come out of the gate with confidence and enthusiasm about your business and your products, your guests will mirror that same energy.

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5. The Recruiting Talk.

Your recruiting talk is going to be short and sweet. You don't want to push people, but rather mention what the business can do for them. If there are any recruiting benefits or specials with your company, you can mention those as well.

Here is an example of a recruiting talk:

"Ladies, you've seen me do the party tonight and you've been able to see how easy it is. You're probably thinking that an extra \$600 per month sure would be great. Well, let me tell you how easy it is to get started with our company." You can make that brief.

Then: "If you are interested or know of someone who is interested in the business and would like an information packet, I'd be happy to send you home with one."

There isn't much more to it than that. The main idea is to show people that your job is easy. You didn't come in with a lot of bags, you didn't spend a lot of time on the presentation, and you're making them feel like your job is also fun. When people watch your job in action, and they start to fall in love with many of the products, it becomes easy for them to see themselves selling it to their friends.

As I mentioned before, your main objective at the party is to create desire. Half the people at a party have some level of interest. It's your job to create a safe, relaxed atmosphere where people can show interest without feeling pressure to join.

Tip: NEVER skip this. Even if it seems like no one is interested or listening. Never, ever, ever skip the recruiting talk! With 30 seconds, you could change someone's life forever.

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6. The Closing.

You've done a fabulous party presentation, and everybody is engaged and having fun. You've planted some booking and recruiting seeds and are ready to start the closing process.

Remain engaged during the closing. It's important to be present and in the room while your guests are looking at your table of products and through the catalog.

You can say something like this: "Okay everyone, why don't you come up to the table. You can try out some of the products I talked about this evening, as well as some others I didn't. Don't be afraid to mess the table up!"

Stay by the table to answer questions. This gives you the opportunity to cover more products than what was in your presentation.

Once the guests start to head back to their seats to check out the catalog, say something like this: "Okay, ladies, here is your catalog, and before you begin shopping, I'll let you know this month's specials." (Name them and place flyers around, if you haven't already). "I will be walking around to assist with your purchases today so feel free to ask any questions."

When people are ready, you are ready to begin a full-service checkout. If they don't have their order form filled in, begin by helping them do so. Also figure out the best pricing for them if your company offers a customer savings plan. If they already have the order form filled out, go through their products with them to make sure they have everything they need.

Don't focus on the total. Look at the products they ordered. Are they missing any products that would make their experience better? For example, if they have everything to make a

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pizza, but not a pizza cutter, ask if they would like to add one to their order.

Often, it's easy to get excited about the total. But it is your responsibility to service your customers to make sure they have everything they need. The more you service your customers and create positive experiences for them, the more they will continue to do business with you and refer you to others.

A few years ago I was invited to a candle party a friend of mine was hosting. My son, who had just recently moved into his own apartment, asked me to pick up some candles for his new place. I ended up ordering three candleholders for my son, as well as one for my kitchen. My order total came to approximately \$168. The representative was very happy and thanked me excitedly. When my son came over to pick up his order, he opened the bag and said, "These are nice – but where are the candles?" I was so focused on choosing candleholders that I'd forgotten about candles. The rep had missed this detail, because she was too excited about the large order total. If she had made sure I had everything I needed, she would have noticed – and that would have tacked on an additional \$40 to my order.

Up-selling enhances your relationships with your customers by offering them additional products.

You also always want to compliment people on their product choices. People want to feel like they made good choices and received good value for their money spent. This will put people in a more positive frame of mind to consider booking a party of their own with you.

Once you've totalled the order, thank her and ask whether she had fun at the party. This is also where you will want to ask if she would consider having her own party with her friends. Then, as a full-service checkout, ask if she's interested in taking home some information about the business opportunity and what the company has to offer.