

## Party Training (from UK)

video: <https://www.youtube.com/watch?v=yTq2WH1MPcM>

### 1) Hostess Training

- prepare for party – catalogues for those who cannot attend
- making her at ease
- what treatments we will invite her to do
- how to invite to parties (not emailing and FB) – hand out invitations, preorders
- don't go to too much trouble – just a few nibbles
- set the scene for her and for yourself – so you know where to find the house and the layout.

### 2) Ambassador Training

- ask lots of questions
- regular monthly training with recognition and rewards – watch training videos and groups

### 3) Prepare the Display

- tablecloth is nice
- whole display of products
- whatever is being demoed put in the front middle in the order you use it in.
- in groups as special offers
- lay out recruitment flyers

### 4) Work the Numbers!

- when hostess makes a wish list, work the numbers so she knows how to get more hostess rewards
- higher amount of people invited, the better sales
- products are for inch-loss, anti-aging, makeup and diet products – so invite those interested in health and beauty and like to look after themselves.
- invite friends, family, neighbours, friends of friends, work colleagues, old acquaintances, etc...
- invite people who like to try before they buy, and a free pamper with a glass of wine.

### 5) Introduce the Evening Confidently

- agenda/introduction
  - who we are
  - what is actilabs
  - what to expect throughout the evening
  - how long the demo will last
- we are the next best thing to cosmetic surgery

### 6) Use your catalogues

- give each guest a catalogue and order form and pen.

- collect contact details – important to follow up
- turn order form into Notepad or wish-list – helps with 1 to 1 at end

#### 7) Know your products

- know where they are in the catalogue (turn to page 30)
- be confident with products
- be aware of time don't demo everything as this leads to lower sales (demo = 45 minutes)
- allow for one to one time after the demo
- customers want to know:
  - what do
  - what in them and
  - how they work
- know some key sales points – science behind the products
  - know about encapsulation
  - allergen tested
  - completely natural
  - paraben free

#### 8) Relate to the customer – let them sample the products

#### 9) Reward hostess in front of everyone

- add a basket to show free host gifts
- host packs (catalogues, order forms, invitations, sample pots)

#### 10) Build your Team

- present the opportunity
- a personal story helps
- why you do it
- what you enjoy about it
- have a look around who is interested or would be good

#### 11) Bookings

- book within 6 weeks
- use a booking sheet with your available dates (don't take a year long diary)
- don't have to be typical parties
  - one on ones
  - large parties
  - fundraisers
  - be flexible and learn to read the room
  - provide flexible options = extra bookings

#### 12) Tidy display and then come around to help with your individual order

- help them list the products they liked best
- bookings are important to get. If they cannot afford everything, offer to have them host a party to get their products for free.

13) Summarize the party with the hostess at the end. Discuss the host rewards and what she can choose. Also encourage to rebook so that when her products run out she can get more for free.

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Actual party:

- do a wrap demo - I pre arrange who is having the wrap to ensure they are in loose clothing and have drink water. I explain how it works as I'm getting the wrap on.

- half face facial demo - I always only do half the face and always use the following

Micellar

Eye and lip

Tightening smoothing base

Collagen concentrate

Ultraderm

I explain about each product as I go.

- body lotion I explain what each of them do and link sell with wraps

- diet products I quickly talk about the shred and diet products we do and how they work.

- make depending on the people you I either go a quick demo with brow wax and hd or if you have a fun crowd I get them to pair up and do mini makeovers on each other. The best duo get a prize!

- wrap off - I take the wrap off of the original person, re measure take pics and show everyone how much she's lost.

- their time to shop - I offer 1-2-1's and speak to everyone about their particular needs