

6 Weeks to Success



Rochelle Britton

Origami Owl Team

A Note from Lynsey:

Hi there! I am so excited to work with you and your team over the next six weeks to help you build a strong foundation for your Origami Owl Business. Just like with any highrise, the foundation is an important part of long, lasting success. For the next six weeks you will get a chance to discover your strengths, overcome your weaknesses, manage your time, grow your business, handle conflicts, and become a true Leader – both in business and in life.



In case you have never heard of me, my name is Lynsey Jones and I am the sole owner of Party Plan Divas, one of the largest online training communities for direct sales professionals. The basis of Party Plan Divas is our Diva Success System – a time management and organization system that is designed to help you run your business smoothly and effectively – while still having time for the things that matter most in life – your loved ones.

During the next six weeks I encourage you to learn and implement as much of this training as you can. Your leader, Rochelle Britton, has invested in this training to help all of you to grow and become strong, independent business owners. The Direct Sales Industry is unlike any other industry in the world, and can truly be a vehicle to make all of your dreams come true. Feel free to email me with any questions you may have, and consider joining Party Plan Divas for full access to our community with one-on-one coaching with me as well.

Again I am excited to work with you and watch you all grow!

To Your Success!

Lynsey Jones

The Party Plan Coach

www.PartyPlanDivas.com

Six Weeks To Success

Dates: Wednesdays, August 21, 2013 through September 25 2013.

Time: 8pm EST, 7pm CST, 6pm MST, 5pm PST

Conference Call Number: 712-432-3100 X 265674

Week 1 – Getting Started

Tools For Success

Business is easy when you have the right TOOLS. Talk to any carpenter, plumber, electrician, etc and they will tell you how important having the correct “Tools for the Job” will make work run more smoothly.



1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Gardening Success

Gardening is the term we use for marketing your business for several reasons. First let's talk about what it takes to plant a Garden, and how that pertains to your business.



First for a garden you must have a _____ – to those of us in Party Plan, we can call that a goal. You must first know where you are headed before you can figure out how to get there. Then you must make sure you have the right _____. Tools for planting a garden can include soil, seeds, shovel, maybe a pot. What are the tools needed for the Party Plan Gardening? (giveaways, fliers, goodies bags, hostess packets) First thing you want to do is prepare your _____ – where are you going to go? Do you want to focus on doctor's offices? Churches? Daycares? Prepare a map for where you are going to plant your seeds. Then you must use your TOOLS to _____ the seeds – in Party Plan this is the initial contact you make with a potential client. When out Gardening your business, you are planting seeds for your success. Just like in a garden, the more seeds you plant, the more flowers will grow in your garden. Make sure they have enough _____ – enough information about your business, what you offer, and why it is they would want to have a party. And of course you need to _____ your garden – this is the follow-up. Whether it is a phone call or a simple drop-in visit, you must WATER your garden for it to grow. Sure some little wildflowers may pop up and call you before you call them – but to really grow your garden, you must water it.

Ok, now that we understand the reason behind the Gardenin concept, we can design your Garden!

90 Days To Success

How many of you have ever grown a garden just from seeds? Not already-grown-up plants that you bought and put in the ground! Truly started from scratch, from a seed? Did you wake up the next day with a beautiful flourishing garden full of bright beautiful flowers? No. How about the next day? Nope. The Next? No. Did you give up? No. Why not? Because you KNEW that with a little more time, and maybe a little more water, you were going to have a beautiful garden. The same is true with Gardening your Business!

You Reap What You Sow

When Gardening your Business, you need to remember how you planted that Garden. First, to get flowers – _____! When Gardening your Business to prospective clients remember “You Reap What You Sow”. How you LOOK, How you SPEAK, and what you GIVE are key factors to Gardening Success.

Ok, I am ready to get PLANTING!

Gardening is a lot of fun and will get you excellent results when done correctly! Follow these tips to get the most from your Gardening experience!

When you walk into the establishment, make sure you have a _____ on your face!! Simply say to the person behind the desk (or first person to greet you) “Hi! My name is Lynsey Jones and I am a local Origami Owl Consultant trying to expand my business in your area. I was hoping it would be alright for me to leave some information on who we are and what we do! I also brought you some goodies to share!” It’s THAT simple!!

Watering Your Garden

_____ is key to maximizing your Gardening© experience! Whether you stop by for an appointment, to shop, etc, you must make some kind of contact within 3 or 4 days of initial planting! Build a relationship with your clients – you can always think of reasons to stop by!

Start Promoting Your Business Now!

- 1) **Do NOT Sit At Home!!** – The More You Know – The More You Grow!
- 2) _____ – It is so true what is said about first impressions!
- 3) _____ – Making your car a moving billboard can produce massive results – and is great for tax time!
- 4) _____ – Wearing your “flair” is a great way to promote your business without saying a word.
- 5) _____ – Set the goal to hand out 5 business cards each day.
- 6) _____ – This is a list of people you already know.

A Mobile Office

Keeping a Mobile Office in your vehicle is a must-have. In this Office you will keep everything you need to book parties, make contacts, recruit, etc. Do not over think this – you want this to be easy, organized, and portable. If you fill it too full, you will never carry it around.

Your Mobile Office can be carried in a portable file box that can be purchased from any office supply store. Many have a place for pens and accessories right in the top! That is very convenient so you are never searching for a pen. You will need the following:

- File Box
- Hanging File Folders
- 1/3 Cut File Folders
- Pens, Highlighters, Markers
- Hostess Packets (see Hostess Coaching Section)
- Recruit Packets (See Recruiting Section)
- Tear Tab Flyers (See Marketing Your Business Section)
- Business Cards
- Catalogs
- Order Form
- Calculator
- Samples, Gardening Materials (See Gardening Section)

Make sure that everything in your Mobile Office has your name on it – you never know when you will quickly need to grab a catalog to give to a waitress or someone in a parking lot who sees your car signs. Having it readily available, with your information, and in good shape (no tattered edges or creases) is another way to make a great first impression.

Remember, marketing opportunities present themselves when you least expect it. When you are organized and prepared, you will not panic when the opportunity arises. Be sure to keep your Mobile Office stocked and ready at all times!

Homework

- Set Up 12 Tools For Success
- Prepare Gardening Tools
- Garden Five Local Businesses
- Celebrate Your Success!

WEEK 2 –Booking Parties

As summer time approaches it takes a little more effort on our part to not only book parties, but also to make sure they hold.



If you have trouble booking parties ask yourself these questions:

The first thing to ask yourself is..._____? Whether you've been in the business 3 years or 3 days the same questions apply.

- Are you _____?
- Are you _____?
- Did you _____?
- Was your presentation _____?
- Did you _____?
- Did you _____?

There is _____. If your calendar isn't full we'll work together to figure out WHY.

1. The most important thing you can do in this business is _____. So how do you know if you are doing a good one? _____! It is full of great advice. Watch _____ your _____. You will see some great things and some not so great. Learn from everyone..._____!! ☑ Attend EVERY SINGLE _____!!

2. _____. When your upline or corporate offers a contest to help you book more parties...participate!

3. _____ Ask every single person who comes into the order room. To make sure you get into the habit, post a sign..."Free gift if I do not ask you to book a party!"...you'll get in the habit very quickly. (Try the same sign method with recruiting!)

4. _____.

5. Offer catalog parties and internet parties.

6. _____. MAKE ONE TODAY!

7. _____. Here's a great tip I got from a very successful person...write a compliment (You look great in blue) on the card and she'll hang on to it forever. We don't throw away compliments.
8. Start conversations with _____. "You look so familiar to me. Have you been to a _____ party lately?" She'll either say "What's that?" or "You do those?!" Either response is a great opportunity to hand a card.
9. Offer incentives.
10. If they can't get their entire wish list when in the order room..."How would you like to get it free? You only need a \$300 party to earn that!" Personalize the discount to them.
11. Develop your _____.
12. Advertise on your car and leave magnetic business cards on your car when you shop.
13. Host your own party!
14. _____. Pick up that phone! For example..."Jenny, this is _____ with _____. We've introduced a dozen new products since your last party. I've got 2 dates left if you want to squeeze in and see them." Or "Brenda, I need your help! I am in a party booking contest and I only need 2 more parties in May to be in first place. If you book a party on _____ or _____ I'll give you a half price item in addition to your hostess credit!"
15. _____. There is nothing more impressive than a full calendar. We have a tendency to want what we can't have AND to want what everyone else has. Well according to your calendar, having a party is the "thing to do". Always write on your calendar in PENCIL. Write in faux parties...your mom, sister, neighbor, etc. This is also a great technique to book during the week. Fill in your weekends with your fake parties and if weeknights are the only thing you have left...they will take what they can get

If your parties are canceling ask yourself these questions:

The first thing to ask is _____. Did the ball games get rescheduled? A wedding came up? No one is coming? People on vacation? Concert that weekend? The second thing to note is _____ they cancel...2 weeks before? The night before? Whether you've been in the business 3 years or 3 days the same questions apply.

1. _____ is the key to keep parties on your books! If you wait until a week before the party or a couple of days before to contact your hostess, then it is your fault if she cancels or has low attendance. Follow the checklist!!

2. _____ request an invitation list and mail the invitations yourself. By mailing the invitations yourself you hold the hostess more accountable to go through with the party, and if she cancels you can transfer the party to one of her friends. “Jenny, this is _____ with _____. Amy isn’t going to be able to have her party this weekend and we need your help. We have 30 people invited. If you host the party for us I will give you anything you want at 40% off in addition to your freebies!” You won’t make a profit off that one order, but you’ve saved the party!

3. Offer an incentive for holding the party on the _____.

What do you do when a party cancels? Relax and kick your feet up on the coffee table? Go out to dinner? Watch a movie? Whine about why everything bad happens to you? Or do you use the time that you have already slotted for business..._____? Take out your order forms from a month ago and get on the phone! They may have spent all they could at the party, but guess what, they get paid again! You can use the dots and dashes technique. Whatever they have dots by - _____! You can make just as much money using this method as you would have at the cancelled party...only you get to do this in your bunny slippers!

Booking Parties from Scratch

_____ Your Business is crucial to getting your name out in your community to book parties from people you otherwise do not know.

_____ are your #1 resource for finding new bookings. These are ladies who already know you, know your product, and do not have to be “sold” on the idea of having a party as they have already “been there, done that”. Go back through your past order forms and contact your previous clients with a booking special.

_____ – always always always ask for referrals. When someone says “No” to a booking, your next question MUST be “Who do you know that might be interested in having a party?” Notice this is not a yes or no question! Offer an incentive to the Referrer for every party that books.

_____ – Challenge your other team mates and sponsor to a Booking Blitz. There is something about knowing that all of your “sisters” are doing it too that makes it a little easier to pick up the phone. Make a list of every single person and phone number that you can possibly imagine – including old hostesses and clients, and spend 2 hours one night doing nothing but calling to ask for bookings. Your script can go something like this: “Hi Jenny, this is Lynsey with Party Plan Divas. I am calling because I am involved in a contest with my sister consultants

for who can book the most parties in a 2 hour period – and the one who wins is going to get a basket with \$250 to give away to one of our lucky hostesses!! Can I count on you to count as one of my bookings?”

If she says yes – “Terrific, thank you so much, I have you down as a yes. I will call you back tomorrow to get all of your details, schedule a party date, and get the information for your Hostess Packet. If you would please between now and then check your calendar to see when some good dates are, and we will confirm everything up tomorrow. Thanks again so much – I cant wait to see you again!” If she says no thanks – “Ok, **who do you know who** might be interested in winning the \$250 basket?”

It is _____ that is going to make this work. Be cheerful, excited, and very very appreciative to her, and then be sure to follow up the next day. Do not spend the time during the Blitz to get all of the rest of the information – as soon as you hang up with her you will call the next person.

_____ – While doing your paperwork on each party, compare your order forms to your Guest List to see who was unable to make the party. Because you never know what circumstances she had that prevented her from coming, a quick courtesy call will not only show fantastic Customer Care, but may very well lead to a booking! Your call should go something like this: “Hey Katherine, my name is Lynsey, I was the Consultant who did Jenny’s party last weekend. I saw that you were on her Guest List but unfortunately I didn’t get the chance to meet you. I hate that you missed out on the party and seeing all of our new Summer Specials. I would love to do a party for you, when would you be available to have your own Girls Night In?”

Always offer the Hostess Rewards when reseriving your clients. As we have talked about so many times with Customer Care, you want to have a contact with your clients a minimum of once every 3 months – even sooner with consumable products that need to be reordered. Whether you call your client, or she calls you, always ask “Would you like to have a party to earn this order free?” before getting her payment information. If yes – book it, if no, “Who do you know might be interested in some free goodies?”

And finally, get in a _____ – the more parties you do, the more parties you will book. The more Gardening you do, the more parties you will book. The more referrals you ask for, the more parties you will book. Use the Diva Success System to get yourself into a routine so you always know what you are doing and when, and you are never scrambling around last minute. This will also make your life and business much easier to manage when The Snowball Effect Occurs.

The good news – _____ You do not have to book 15 parties to fill your calendar – make the goal to book 3, and then 3 from each party you hold. This will create the Snowball Effect. For instance: Week 1 you have 3 parties which will each book 3 parties – resulting in 9 bookings. If each one of THOSE parties books out 3 parties, you then have 27 party bookings!

Booking Parties from Parties

_____ - The #1 best way to book parties from parties is to have a fantastic presentation. When your guests learn something, have fun, and simply enjoy the experience, they will want to do it again and again. Spend some time perfecting your Presentation.

_____ – There are many variations of Booking Games, with the most basic being a simple “Book to Look”. Others include Roll The Dice and Drop The Shoe. (Week 4)

Mention being a Hostess _____ during your presentation – as with the Opportunity, you will want to make mention of the Hostess Rewards at least 3 times during the presentation – generally the beginning (3 Ways To Be Involved) coming back after the break, and at the closing.

_____ – Women love to be spoiled and doted on – so spoil your hostess! It will make the other party-goers want to be spoiled as well! Consider even getting little inexpensive tiaras or feather boas for her to wear to make her the Queen of the Night.

Promote your fantastic _____ – let them know how beneficial it is to be a Hostess!

ASK for Parties – This is very simple, but seldom done. We always “mean to” but seldom do. In the ordering room ask every single person WHEN she wants to have her own party. Consider putting a sign in your ordering room that says “if I don’t ask you to have a party – I will give you \$5” – to REALLY get yourself in the habit – make it \$20!

Order Forms and Diva _____ – Your customers are going to rate their interest in having a party – ANYTHING over a 4 can be turned into a YES with the right incentive. Look at the items she has a star or checkmark by to entice her even further... whatever she wanted and didn’t get – THAT’S what is on special the night of her party.

Booking Gift The Night Of The Party – Especially if you drop ship, having a gift to take home the night of the party in exchange for a party booking is always a good idea. Your gift does not have

to be expensive – but it does need to be something she will WANT – and something with a nice presentation – gift bag, wrapped, etc.

_____ – A Party in a Bag is basically a jazzed up Hostess Packet. You will have everything from your Hostess Packet, along with some of the goodies she will need the night of her party. Visit your Dollar Market for these. Party In A Bag contents can include a box of brownie or cookie mix, dip mix, tea bags, balloons, etc. Put all of the contents into a Gift Bag and decorate with stickers, tissue paper, etc. Again, remember presentation is everything. When she books she will take home her Party In A Bag.

Homework:

- Make up three “Parties In A Bag” to take to your next party.
- Research Fun Booking Games and Get Prepared To Play Them at Your Next Party
- Book 2 Parties by Phone from Old Customer Order Forms

Week 3 – Hostess Coaching

This week is SO important! Hostess Coaching will make or break your party! Make sure your new Consultant understands how important hostess coaching is to the success of her parties!

The MOST important part of your business is now beginning – HOSTESS COACHING!! It is said that 80% of the party happens before YOU ever walk through the door! Hostess Coaching will make or break your party. Think of your hostess as your business partner for the evening. You know you will be doing YOUR part, but she may not know exactly what you expect from her. Keeping in good contact and communication with your hostess will ensure a more successful party. Start her with a good foundation – the Hostess Packet! Examples of what to put into your Hostess Packet can be found in the Hostess Coaching section of your Manual. Your Hostess Packet can be designed specifically for your own personal business, setting you apart from the other Consultants in your area. It should contain:

- _____ Thanking her for booking and with a little information on the party and any rules or stipulations you have
- _____ outlining what she will receive as a hostess and how she can earn the MOST for her time
- _____
- _____ – with directions on how to fill them out
- Information on Theme Parties
- A _____ with a self addressed stamped envelope for returning
- A game (optional) like Hostess Scavenger Hunt or Party Squares
- Business Opportunity Information

You should have contact with your hostess a MINIMUM of 4 times before your party. The first is when you book the party – whether by phone, email, or in person. The second is a follow up to make sure the date still works, and to go over the hostess packet. The third is to check on outside orders, guest list, etc. And the fourth just to confirm everything and get a head count so you know how many guests to prepare for. Those 4 contacts will make all the difference in your party – PLUS the hostess will see just how easy YOUR job is – and may be interested in joining your team. Always remember that your hostess is your #1 prospect for recruiting. The more duplicable you are, the easier she will see your job really is!

Your Hostess is the “Queen of the Party” while you are there. Make sure to shower her with thanks and recognition! The better you make HER feel, the more she will tell people who great YOU are!

Three Calls To Success!

The Hostess Worksheet I has an outline for you to use when making your Hostess Coaching phone calls. The first call should be within 48 hours of booking the party. In this call you will :

_____ – ALWAYS write your bookings in PENCIL! Once you get your Guest List, you will know the party is set in stone, and switch to ink. Sometimes when booking parties at parties, the Hostess will need to change the date!

_____ – If you booked the party from a party, you handed her a hostess packet to take home with her. If not, confirm the address where she would like it mailed. For this example we are going to assume she already has the packet. You will go over each of the items in the Packet, being sure to emphasize the importance of the GUEST LIST!

_____ – The point of the Cancellation Policy is to NOT use it!! By adding a Cancellation Policy to your Hostess Packet, it shows you are serious about your business! Do not hesitate to say (sweetly ☺) This is a Party for you – it is a Business for me! The Cancellation Policy will most often get the Hostess to either A – cancel 2 weeks ahead of time, giving you plenty of time to rebook the date, or B – do whatever she needs to do to HOLD the party!!

_____ – Tell her to make her list of items she wants to earn for free! This will get her excited about the goodies, and also, when it comes time for her to order, you have her wish list for her to choose from, saving time in the ordering room!

_____ – This is important – this will tell you a lot about your Hostess and what she is expecting from your party!

_____ – Simply saying “I will touch base in a few days” lets her know she will hear from you again, and you are serious about your business and about giving her the best party you can!

The Second Call

The Second Call should be at least 3 days after the initial call – especially if you had to mail a Hostess Packet. With these three calls, you need to divide up the time between to make sure you get all three of them in! If you only have 10 days from the day you Book until the Party Date, still make sure to get these three calls in – remember, Hostess Coaching is crucial!

Make sure your Hostess received the Hostess Packet if you had to mail it. Go over the First Call if this is the first time talking to her with her having the Hostess Packet in hand.

_____ – if you have not received it, make arrangements to get it from her. Remember, this is how you secure the booking – you MUST have a Guest List in order to do her party. If you HAVE received it, let her know when the Invitations were mailed out.

_____ – You may choose to give Double Hostess Credits on outside orders. For one, this boosts your party sales without you having to do any work! But also, it is going to show your Hostess how easy it is to collect orders for your business – setting up a great Recruiting Opportunity! Ask if she needs more Catalogs or Outside Order Forms. Also, be sure she knows about Online Shopping and give her your Personal Web Domain.

_____ – This is a fun game that any Party Plan Consultant can use in her Hostess Packet to boost Sales by \$100. The Party Squares are like a Lottery – the Hostess sells the Squares, then at the end of the evening, after everyone has ordered, you draw a number and whomever has bought that Square wins the pot! Make sure you do it LAST – you want this to be a BONUS purchase!!

_____ – again, simply saving time in the Ordering room!

_____ - See if she has any questions for you!

_____ – “I will call the day before the party for a headcount and directions.” Even though I use the Internet for directions, I still get directions from the Hostess the day before the party. Most Hostesses give landmarks – I make notes on the right hand side of the page. I also get an approximate headcount – make sure you bring enough supplies in case the party is much larger than the Guest List!

The Final Call – The day before the party!

_____ - “Hey Sue, this is Lynsey, calling to see how things are looking for our Party tomorrow night?” Make sure you re-confirm address and time!

Has she completed the Party Squares?

_____ (i.e. Party Sales must reach \$350 with 1 booking, etc)

_____ – Depending on your industry, you may need to arrive before the guests do. However – keep in mind that parties SELDOM start on time! People will arrive at the “start time” and then you want the guests to come in, relax, chit chat, etc. I usually say “If we put on the invitation 6pm, that means the party will begin between 6:30-7!” Because my presentation table only takes about 15 minutes to set up, I arrive 15 minutes before the invitation states the party will begin. That way, when people start arriving, I am there to chitchat as well, and listen out for Green Lights!!

_____ – Let her know if you need her to provide a table for you to set up on. While we recommend you carrying your own table, it is not feasible in the beginning for some vehicles/budgets. Just make sure the Hostess knows whether you will need one or whether you will have one with you that she needs to make room for.

_____ – In the Adult Industry, having a separate Ordering Room is required. However, with any industry, having a small place to set up your Ordering Supplies is good to have! You can use a Lapboard (See Party Presentation) for a “desk” and have your Mobile Office, and other Ordering Room Supplies.

_____ – Let her know you will be counting on her to help you with getting people in and out of the Ordering Room.

“See you tomorrow – call me if anything changes!” Yay! Get ready to PARTY!!!

Hostess Worksheet II

The Hostess Worksheet II should be stapled to the right hand side of the file folder. This side will be filled out when the Party is over. You will use this Worksheet to keep the details of your Party organized, as well as to review your stats and find out what is working in your business, and what is NOT! Do not forget the THANK YOU NOTE!!

HOMEWORK:

1. Prepare 12 Hostess Packets
2. Gardening One Day
3. Book 1 party in next 2 weeks

HOSTESS WORKSHEET II

TOTAL NUMBER OF GUESTS IN ATTENDANCE _____

TOTAL PARTY SALES: \$ _____

TOTAL OUTSIDE ORDERS \$ _____

TOTAL PARTY SQUARES \$ _____

HOSTESS CREDIT EARNED: \$ _____

HOSTESS INCENTIVES EARNED:



MAIL HOSTESS PACKETS: MAIL RECRUIT PACKETS:

_____	_____
_____	_____
_____	_____
_____	_____

THANK YOU CARD SENT TO HOSTESS ___/___/___

Week 4 – It’s Party Time!

When getting started on your personal presentation, there are a few things to keep in mind:

_____ – No matter what your product is, you want a party that is upbeat and fun. Finding the right balance of humor and seriousness can be tricky – that’s where your friends and family will come in. Doing a presentation for a few close friends and then getting their honest feedback can be a great way to tweak your presentation.

_____ – People love learning! When a guest has an “ah-ha” moment at your party, she is going to tell her friends – which turns into referrals for you!

_____ – You are a business owner – so regardless of your product, you must keep your presentation classy and comfortable for everyone. When you are talking to a room full of people you do not know, you must be very careful not to offend anyone. You need to make sure you do not say anything that is gender specific, class specific, or social status specific. Everything needs to be able to include anyone- no matter what walk of like he or she comes from.

_____ – An average person’s attention span is about 30 minutes. This doesn’t mean you need to cram your entire presentation into 30 minutes – but it does mean you need to take a break if your presentation is longer than that. Breaks are great to get a chance to talk to your guests, get part of your presentation packed up and also when you reconvene, it is a great time to play a Booking or Recruiting Game (See Party Games Section).

_____ – First and foremost make sure all of your products are looking shiny and new. Make sure your table is not cluttered – you want it to look and BE organized. Theme tables are fun, but do not go overboard. See Party Preparation Table for details on Theme Tables.

Developing Your “I” Story

Developing Your “I” story is a very easy, fun, yet very IMPORTANT part of your Presentation. It allows your guests to learn a little bit about you, shows an ease of success, and is a very important part of recruiting!

Here are some tips to keep in mind while you are developing your personal “I” story:

_____ – Since parties are a great place for recruiting, you should be relatable to your audience. You never know who might be sitting thinking to herself “wow, if she can do this, so can I...”

_____ – In our industry, people are a little apprehensive about our parties, and our consultants. With your “I” story you are going to tell a little about yourself, which is going to gain the trust of your customers.

_____ – Your innate desire to “stay home with the kids” may not appeal to the single college student struggling to pay her tuition. Make sure to touch on the key aspects of income potential, time out of the house, the friendships, the feeling of helping other women, etc.

_____ – What makes yours stand out from the other direct sales companies? Never bad mouth another company – simply highlight the things that Your Company offers that you can not get anywhere else.

_____ Since the “I” story should be in the beginning of your presentation, this is a fantastic opportunity to get the whole party relaxed. To get them laughing before you ever pick up the first product really sets the tone for how the whole party will go.

_____ – Like you are telling a story. As we know, being duplicable is KEY in recruiting from parties. Every woman can tell a good story, or recount the way something happened EXACTLY. This is just the same.

_____ – Keep It Short and Sweet! The “I” Story should only last 2-3 minutes. You don’t want to bore them right off the bat, you just want to give them enough info about you and your success with the business for them to want more!

_____ – Many new consultants; and even some of us seasoned ones, get butterflies before a party. If you are like me, once I get through the first 5 minutes, the rest of the party is a piece of cake. SO – my “I” story is in my first 5 minutes. I have it memorized forward, backward, upside down, and sideways – so my butterflies are gone by the time I am finished. Nice how that works out huh?

What if you are not a huge success yet? First – realize this RIGHT NOW – if you are a Party Plan Consultant – you are already successful. Even if this is your very first party. You are successful because you were smart enough and bright enough to see the opportunity before you, and you grabbed it! You are already a success! What “clicked” in you about this business? Share what made you decide this was the business for you.

Party Games

Playing games at a Home Party Plan Show is a great way to keep the “Party” atmosphere, and keep the fun happening throughout the entire show. Remember – the more FUN your Home Show is, the more people will want to get together to do it again and again.

There are four main categories that all Party Games fall under:

1. _____ – get people laughing, get the party relaxed
2. _____ – to fill your calendar and help your Hostess earn rewards
3. _____ – to tell more about your opportunity in a relaxed way
4. _____ – while waiting for guests, packing your kit, etc

Ice Breaker Games

The purpose of an Ice Breaker Game is to do just that – break the “ice” or _____ in the room and get your Party started on the right foot. An Ice Breaker game should make your guests _____, setting the tone for a fun, relaxed party. And Ice Breaker Game should be the very first thing you do when you gather your guests into the room – before you hand out order forms, pens, etc. It is truly the “_____” of your Party.

Examples:

Just A Phone Call Away

At the beginning of your party ask everyone to take out their cell phones and hold them in their hand. You will have yours in your hand as well. Tell them this is the easiest game to win all night!

Ask everyone to dial in your number - call it out to them number by number - and then when you say GO - everyone hits call. Obviously your phone will ring since they are all calling you - simply answer the phone to find the "winner" on the line. Give her a little goodie for having the "fastest fingers in the room" HA!

THEN - while everyone still has their phone out, ask them to _____ with your first name and company - i.e. Lynsey Party Plan Divas, Su Passion Parties, Eliza Jewels by Parklane, etc. Tell them that they have your number forever now, and if they ever need anything,

you are _____ - ask them to please put their phones on vibrate or silent to not disrupt the party, and then begin with your Party Presentation.

Intro Game

One ice breaker game I play that is easy to switch up for any party theme is this.

I have everyone introduce themselves and say something that starts with the first letter of their first name.

So if I am doing a Chocolate Party - I have them say their name and the name of a chocolate candy that starts with the first letter of their first name... For instance, my name is Misty and I love Milky Way...

A fun Bridal Shower one is - say your name, then a honeymoon location and a mode of transportation that start with the first letter of your first name... Like my name is Misty and I'm going to Mexico on a moped... (you could do this one for a summer vacation @ summer parties too)

I've done this @ team meetings too, have people say their name and an adjective that describes them that starts with their first initial... I'm Misty & I'm Motivated!

You can change this up for any party theme, be creative. It's a fun and easy ice breaker game for parties, team meetings & events.

Getting To Know You

Give your guests an index card or scratch piece of paper to keep score. Then read:

This is the Get acquainted game, one that doesn't have a name. Its just as simple as can be, just follow along and you will see. Now since you are all nice looking lasses, you get 10 points if your wearing glasses. You get 15 points for showing yellow, and 15 more if you like lemon Jell-O. For each piece of jewelry, add 10 more, each button adds 10 points to your score. Add 5 points if your showing toes and 5 more if you have any bows. You get 10 points if you have green eyes, and 5 more if you like cherry pies. Give yourself 10 points for having hair of gray, and 5 more points if you've had coffee today. Think of your age--if it contains the number 4, you may add 10 points more. 5 points you will get if your first name starts with a c, and 4 more if your last name starts with a P. Add 10 points if your birthday is in May, and 20 points if your birthday is today. You get 10 points if you show the color green, If your left-handed, give yourself 15. Now, before you think you may be ahead, deduct 10 points if your showing any red. If you kissed your husband

(or significant other) today add 25 points and say a silent Hooray! Just in case you haven't guessed, the largest score will be best. So if its points you're looking for, if you have blonde hair you get 15 more. If you want to get a really big score, Booking a party gives you 100 more! It really isn't hard to have a show, just ask your hostess she will know! The party will start as soon as we are through -- You'll have lots of fun, and I will too.

Have everyone add up their points and stand up. Those with 100-150 can sit down. Now, those with 151-200 can sit down. those with 201-250 and so on until you have one winner the winner gets a small prize.

**Make it a point to talk to the ones that gave themselves 100 points for wanting to book a show.

Purse Game

Call out letters of the alphabet (could spell out your business, or something you want to draw their attention to) The first person who finds an item in their purse that starts with that letter wins a raffle ticket or small prize.

Booking Games

Booking Games are a fun, _____ way to add Party Bookings to your calendar. Booking Games should also be _____, but the purpose is to add Bookings to your Calendar, as well as help your Hostess to earn more Hostess Rewards.

These Booking Games always give Guests the _____ of a Booking – never a “chance” that they might be disappointed in. (Such as the Book To Look style games) Nothing can kill the “fun” of a Party faster than someone complaining about “having to have a show now...” Booking Games simply offer additional _____ or emotions to help your Guests make the choice whether they want to hostess their own Home Show.

Examples:

Roll The Dice

When the guests arrived I had them write their name on a name tag and then roll 2 dice..I had them write the number on their name tag and told them we would talk about that number later. At the end of the party I told them that for anyone that booked a party in November that they could buy one single item for "their" number. So the lady that booked a party will be able to order one item for \$11 (plus tax)

Drop The Shoe

This will get guests talking to each other and your products. As each guest comes in, have each guest leave 1 shoe under their chair and put the other in the middle of the room. After everyone has arrived tell them to pick a shoe from the middle (not their own) and find the pair. Once they find it, have them find out what their favorite _____ product is and 1 reason why they should book a party. Once they have done conversing, go around the room and have each person introduce their "shoe friend". It will sound like this "This is Suzy's Shoe, her favorite item is _____, and she should book a party because _____."

Recruiting Games

Recruiting Games are a great way to really highlight your _____, and to teach people more about what you do and how you do it, in an entertaining way. We TRULY "Party for a Living" and these Games will help to really show that.

Remember with Recruiting you never want to focus on just one benefit of our business. Highlight all of them – income potential, social time, make your own schedule, control your paycheck, etc.

Examples:

\$100 Bill

Purchase fake \$100 bills. On the back Stamp or write your contact info. At the beginning of your party pass these out to everyone and tell them to put it in their wallets were they keep their money. Throughout your presentation talk about the benefits of hostessing a party (free items) and joining your team (instant income). In the ordering room when they are paying you they will be reminded about those things because the fake \$100 bill is still there as their money is being spent on your products. When their money is completely gone and all is left in their wallet is that bill again they will be thinking of the income possibilities you mentioned in your demonstration.

Big Money/Little Money

Have two volunteers come up. Explain that both of these ladies are wonderful, but that they could use a little extra money each month. Ask them if they would like more money. They usually say "yes"

Ask the first one what her favorite place to shop is. Whatever she answers, say that she has just got a part time job there. Her new schedule is (pick 3 days and stick with it).

The second lady is going to be a brand NEW _____ consultant on my team. Yay! I am so excited, are you excited??? They say "yes"

The first lady goes to work and she likes her job. Tonight she works 4 hours and earns \$10 an hour. So she earns \$40. Reach to some play money and say, "Oh I forgot, she gets paid on Friday." Tell her to get her check on Friday.

Ask the second lady when she would like to work this week. She has a party and earns (whatever your company average is). Explain that she gets her money right away and she earns \$_____. Give her huge, laminated bills!

Continue back and forth.

When Friday comes, the first lady gets her check. She loses 25% immediately to taxes. She buys items from her store and comes home with \$50 tiny dollars.

At the end of the week, the new consultant has (insert the average here). Now, she has tax obligations, too, but she also has new deductions that she can take for owning her own business.

Ask both ladies to hold up their earnings to the group and ask, "Who made the BIG money?"

Then just sum up with, "let me know if you or someone you know might like a bit of BIG money in their lives!"

Recruiting Rhyme

If any selling you have done before, put down 10 to start your score. If you have a car and are able to drive, the thing to do is just add 5. If some extra money is what you would like, add 10 more which is just about right. A little spare time will add to your score, for this you may add 15 more. If you like people and think they are grand, add 6 more and see where you stand. Add 10 points if you think parties are fun, and when you add this you are almost done. If you score the highest, it is plain to see a _____ rep is what you should be. Add 10 more if you want to be a _____ rep, like me!

Time Consuming Games

Time Consuming Games are a great way to _____ your guests while waiting for late guests to arrive, while you pack up your demo, etc. Time Consuming Games are _____, meaning it takes little to no interaction from you. Unlike Ice Breaker Games, Time Consuming Games give you time to do what you need to do (set up, break down, take early orders, etc) without people feeling like they are _____ on you.

Examples:

Hawaiian Island Game

Give each Guest a blank piece of paper. Ask them to close their eyes and then do the following 10 tasks:

1. First, draw an island in the middle of the paper
2. To the left of your island, draw a ship
3. You are surrounded by water, so put some fish in the sea
4. This is Hawaii, so put a palm tree on the island
5. It is a nice day, so put some birds in the air
6. That ship didn't get there all by itself, so put a sailor on the ship
7. He might get hungry, so draw some coconuts on the palm tree
8. Sailors like to see where they are going, so put some portholes on the ship
9. Sailors like entertainment, so draw a hula dancer on the island.
10. It's a sunny day, so put a sun in the sky.

NOW YOU CAN OPEN YOUR EYES! How does it look?

Pass paper to the person on your left

Grading

If the island is in the middle – 10 points

If the ship is to the left of the island, but not touching – 10 points

If there are more than 2 fish – 15 points

The base of the palm tree is on the island – 20 points

More than two birds in the air – 20 points

The sailor is on the ship, not swimming – 20 points

Any coconut is on the tree – 15 points

Any porthole is on the ship – 20 points

The hula dancer is on the island – 20 points

If the sun is in the sky, but not touching any other part of the picture – 15 points

Perfect score is 165

BTW - for a bridal/bachelorette party you can make this the "Honeymoon Vacation Game" as well! Very fun!

Say WHAT!?

Bring about 5 pictures that are just plain ridiculous. Everyone gets to come up with a caption for each and write them down. Go around the room to read them out loud. Whichever one gets the most laughter wins a small prize, 1 winner for each picture!

Pass The Prize Home Party Plan Game

Have a wrapped prize ready for this fun game. Hand 1 person the gift and have them follow the instructions as you (Or your HOSTESS) reads them. The person who is holding the prize at the end is the winner!

You thought all the gifts were meant for you. But I have other items too. So hold up this gift and look around, and give it to the one with eyes of brown. You think you are the lucky one, but let us all share in the fun! Look around with eyes discreet, and give it to the one with the smallest feet. Your feet are tiny and very small. Now hand it to someone very tall. Please, take your time and don't be harried. Give it to the one who is longest married. You must be proud of your married life, now pass this on to the newest wife. If this parcel you are bereft, give it to the one on your left. The largest earring I'm looking for now, if you're wearing them, step up with a bow. Now to the person with buttons-- big or small, any kind, the most you can find gets the gift at this time. Now don't get cross and please don't fight, but pass it to the lady third on the right. We should stop now, don't you agree? The gift is yours to open and see.

Games are important during your party to stimulate your customers and to keep their interest. Every 30 minutes it is important to re-energize the crowd. Offer a break or to play a game. Games are great as ice breakers, for booking and recruiting. Offer prizes, these can be samples of product, discontinued product and discounted items. Using your products as prizes keeps them excited about your business. Discuss different party games.

HOMEWORK

1. Prepare 3-5 Party Games
2. Complete your Party Presentation and PRACTICE!
3. Go Gardening 1 Day
4. Book 1 party in the next 2 weeks

WEEK 5 - Recruiting

This week we focus on Recruiting and building Your Team or Downline. Personal Sales are incredibly important, but Building Your Team is where you build your Residual Income!

Recruiting can be incredibly intimidating as a new Consultant. However, if you change your way of thinking on Recruiting, you will see how fun and rewarding it will be – plus your efforts will be highly rewarded.



Think of Recruiting as simply SHARING. You have an incredible gift in business, and you can and should share that gift with everyone you meet. Here are a couple Recruiting Basics:

_____ – Just like with Parties and Hostesses, you can not prejudge for potential Recruits. You should share the opportunity with everyone you meet. When you see a waitress working hard to satisfy table after table of people, it would be selfish not to share with her a way to make more money, in less time, while having a LOT more fun!

_____ – The easier you make this business, the easier you will recruit people to join your business.

_____ – When someone starts asking about the business and giving the “Green Light”, make sure to follow up with her within 24 hours. Like party leads, recruit leads go cold quickly.

_____ - The Kick Off Party is what Lynsey attributes to her Secret To Success! She made it to the top leadership level in just less than 1 year by using Kick Off Parties to build her team, and also teaching her new recruits to do the same.

Getting a Green Light

Parties are the lifeline of your business – this is where you will be most likely to find your new clients, your next hostesses, and your new business partners. At your party you want to always be listening for Green Lights – comments, questions, or statements that are meant to ask for more information about the business.

Some examples of Green Lights –

“How much money do you make doing this?” “How many parties do you do a week?”

“I need a fun job like yours.” “How did you learn to do parties so well?”

“How did you get into doing this?” “What does it cost to start?”

“How does your family feel about you doing this?” “Where do you find parties?”

What are some other “Green Lights” you can think of or have heard?

The Kick Off Party

The Kick Off Party is a simple and effective way to add members to your team. When a Guest gives you a Green Light about the business, you simply say “Terrific – lets schedule you a Kick Off Party! It works just like you are a Hostess but any parties that book from your party are YOUR first parties and anyone who is interested in the business is going to be YOUR first partner, and of course all of the clients from that night are yours! So we can start you with business right from the start! What works best for you – a weekend of a weekday?” Then continue with your regular Booking Script.

At the Kick Off Party, when you are introducing yourself and going over the Three Ways To Be Involved, you will want to announce that your Hostess is joining the business and that tonight is her Kick Off Party – meaning all sales, parties, etc will be going for her! YOU are just there to party! This will let everyone know that by placing orders, booking parties, etc, that they are helping their friend with her business.

When the party is over, sit down with the Hostess and figure up the party totals. Get online and order her starter kit, and place the party order under her account. If you cannot place the order right away, just be sure to get her kit ordered and on its way. You will also want to take a few minutes to show her a bit of the Company Website, and also get her signed up to your team YahooGroup and/or Facebook Group.

Give your new Consultant her own Diva Success System KickStart Your Success to ensure her a great start! Make a date to get together again when her Consultant Kit arrives! Encourage her until her kit arrives to begin the Week 1 Training and participate in all Conference Calls or Online Training your company provides.

Keeping in close touch with your team and keeping them motivated is critical to your success and the success of your team members.

Know your Compensation Plan

When you have someone interested in the business, you must know your company's Compensation Plan. The first question on everyone's mind – *how do you make money?* You can make money many different ways in this industry, more than just at parties. Make sure you know how this money is made and broken down. You also want to set your personal goals around this Compensation Plan.

_____ : Many Party Plan companies offer incentives for new consultants. Make sure you understand these well, so you are able to explain them to your team, as well as answer any questions.

_____ : Study your comp plan to make sure you know exactly how you can earn more by building your team. When you are working on growing your business, your next goal is always the next step in your compensation plan. Already at the top? Start over as if you were brand new. You can “re-qualify” over and over – building an incredible business.

_____ : Does your company have additional bonuses for exceptional sales or recruiting in a calendar month? Are there incentives to earn more by grouping orders together?

_____ : Hopefully your “minimum sales” is so far in the back of your mind that it isn't even a thought, however, you still need to know and understand how these minimums work to make sure you never “fall off” and you are able to teach your new team members how they will need to stay active as well.

_____ : It is important with any business to know exactly how much money is coming in – and exactly how much is going out. Make sure you are aware – and make your team members aware – of any fees involved in running their O2 business.

Creating a Brag Book

A very powerful Recruiting Tool is your own personal Brag Book. This does not need to be elaborate – a simple 3 ring binder will do. Your Brag Book will tell a story about how “Becoming a Consultant Can Change Your Life!” In this Brag Book you should include:

Your Monthly Bonus checks – I have my first one, and then one from exactly one year later – it is over seven times larger than the first one!

Any recognition you have received – from the company, from your sponsor, from ANYONE who has given you a pat on the back!

Any awards you have won

Pictures of any events you have been involved in – Expos, Convention, Regional Trainings, etc. I have my bus pass from my very first Convention in Las Vegas!

Team pictures – Carry a camera everywhere, and when you meet with your team, get someone to take a snapshot!

Who you work for – Nope, not your sponsor – Your FAMILY! Share pictures of any trips you have taken thanks to your business, or simply just spending time with the ones you love – being your own boss is GREAT! I even have a picture of my Chihuahua!

The Brag Book can be left out while you are taking orders so everyone can flip through. It is also a great way to keep you motivated – even when you get down, flipping through your Brag Book can remind you why you do this business, and how lucky we all really are to have this gift!!!

HOMEWORK:

1. Contact your Pipeline for recruiting follow up
2. Spend 1 day Gardening
3. Book 1 party in next 2 weeks

Week 6 – Customer Care and Staying Organized

You truly cannot put a price on good Customer Service. That is what is going to keep a customer coming back to you time after time. On the flip side, BAD Customer Service can literally cost you your business. How many times have you had a bad experience somewhere, and for the next 2 weeks you “warned” your friends with that experience? That is so true with anyone in the Party Plan Industry as well. And you would be surprised – bad news travels FAST!

Some tips for good Customer Care:

_____ – Do not ever make false promises to people. If you say you are going to do something, you MUST do it – no matter what it takes. If you promise product by a certain time, you must do what it takes to deliver on time. If you make a promise to a hostess about a hostess gift – regardless of the party turn out, you must make good on that promise, and so on.

_____ – Office hours are important to your life, but they are also important to your customers. Stick by those hours so that your customers will know when they can access you. If you are taking a week off for vacation, let your voicemail reflect that. A simple “I am out of the office until Monday, December 10th” will work wonders. That way your customers are not expecting a call back before then.

_____ – This is a touchy subject that many business owners have a different opinion on. However, still refer back to the cost of BAD Customer Service. Having an unhappy customer is normal – it is going to happen to everyone. Remember “You cant please all the people all the time”. Make sure no matter the situation to keep your cool, be rational, and do what it takes to resolve the issue. By asking “What can I do to make this right?” Is a very powerful question. Many times people just want to be heard and validated.

_____ – Whether by phone (the best method) or email, stay in contact with your customers. A monthly eNewsletter is great, and can be easily put together with services such as www.verticalresponse.com or www.constantcontact.com. Make sure to highlight a product, offer hostessing specials, and also the business opportunity in every email. You never know when it is the “right time” for someone to start a new business or hostess a Girls Night!

_____ – Calling a customer for no reason is the way to show that you truly care about your relationship with her. A simple “Hi, Sue, I am just calling to see how you like everything you ordered last month” is great. Then end with “Well, please call me if you ever need anything, take care.”

_____ – Something as simple as a birthday postcard will go a VERY long way with Customer Service. If your order forms or customer cards do not have a place for special dates, then ask during your presentation for your customers to write their birthday and anniversary months in the margin of the order form. An index card box with monthly dividers is the perfect place to keep track of these dates. Simply fill out the customer's name, phone number, and address and put her card in the appropriate month of the index box. Voila.

_____ – Sometimes best sellers are sold out and go on "backorder". Make sure to stay in good communication with your customers when this happens. If an item will be unavailable for a while, just be sure to keep in constant communication with your customers, so they do not feel forgotten about. Many times you can avoid an unhappy customer even when her item doesn't come in for weeks, simply by staying in contact with her. Avoidance will make the situation ten times worse.

_____ – This is a big one! Make sure your business is run consistently – you never know what part of your business has been referred to. As much as a schedule will help you stay on top of your business, it may also put you a step ahead of the competition. Today's society is all about instant gratification. If you do not deliver product for 2-3 weeks, but Consultant A delivers hers in 5 days – you may find that you will lose business to the other Consultant. Likewise if you are known to always deliver within 5 days, you may upset someone when she does not get her items in for 2-3 weeks.

_____ – As talked about in previous calls, being a Party Plan Diva has a lot to do with Customer Service. Your customers need to know what to expect from you. And also, when you see your customers out and about, you want to be able to stop to say hello, chat for a moment, etc. Remember- customer service is about relationships!!

REORDERS:

It is ten times easier – and less costly - to reservice an existing customer than to find a new customer. On every item you sell, be sure to put a _____. This tag will have your name, website and phone number. That way when they want to order again they are looking for YOU not another consultant in your industry to buy it from. You can also add "Next Order Receives 10% off" or something along those lines to help promote reorders.

VIP/ CUSTOMER REWARD CARDS:

When you come into contact with potential customers, the first thing you want before giving your business card out is to _____. Whether it is at a party or at

the grocery store, customers are everywhere. When you get their name and phone number ask what a convenient time to call is. What you are going to call them for is to “give them more information about your business while adding them to your _____”.

With this information card start a file system sorted by_____. This card will move twice. Depending on which date (the birthday or anniversary) is first, file the card in the month before the actual date. For example, if the client’s anniversary is March 3rd and the birthday is September 26th, file the card in February first. You will send out an anniversary card with a special discount during the anniversary month or list hostess incentives if she holds a party that month, also send a card to the spouse with maybe a catalog and offer free gift wrapping. Next move the card to August for her birth date contact. Do the same process but with a birthday card.

Charm Of The Month Club:

If your company does not already have one, consider starting your very own “charm of the month club” for your “VIPs” – highlighting and offering incentives on a different charm, type, or category each month.

FRIEND REFERRALS:

Friend referrals are given to you because your clients _____ and they know you will represent your company with tact and knowledge of what you are selling. You can then call them to add to your VIP Program and to ask if they want to book a party, place an order, more information on the business, or be added to receive your newsletter. Now your garden is growing!

*Referring _____. Customers proudly wear or display your items if they love it, their friends and relatives will take notice. Usually they will ask “where did you get that?” and usual response is the name of the company not the name of the consultant. Offer an incentive either a discount or free item for customers referring sales to you.

Gifts:

Whether it is birthday, anniversary, graduation, or any other gift giving holiday, you want your customers to be able to call you for gift giving. Promote yourself as a _____ with gifts for every occasion, you have gifts for everyone. Offer free gift wrapping and card. Another great idea is to put a decal on your car with

the words “Gifts For Every Occasion”. Gift shopping to consumers is time consuming and you have the perfect job to alleviate the stress of holiday last minute shopping.

Party Bank

How many times has someone told you, “I have got to have one of these parties when my house is finished!” Or maybe “My friend is getting married this summer. I’m going to call you!” So many times we let that money (not to mention the potential recruits) walk right out the door. That person who was so excited may lose your business card within hours of the party. By the time they want to book they may have run into another consultant or maybe even someone from another company who was ready to accommodate them. Now you will be ready!

Get a notebook or three ring binder or even an extra calendar to make your Party Bank. Make 12 sections and label them with the 12 months of the year. When someone tells you they want to book a party when *whatever happens* you’ll be ready to meet their needs. In the process you will be the most professional Consultant that person has ever come into contact with.

Here is how it works... Let’s say its January now and Joan tells you that she wants to book a party but her house is being remodeled and won’t be finished until March. Put all of Joan’s contact information on your March page as if you are booking her along with the fact she is remodeling her home. Then Sheila comes back to the order room and tells you her friend is getting married in May, and she thinks this would be fun. Turn to May and plug her in! Then here comes Melissa who mentions that she and her husband are celebrating their 25th anniversary in October. After she leaves the ordering room, write it down.

In February call Joan to see how the house plans are coming or maybe drop her a card in the mail that says...Can’t wait to see your house when it’s finished! She will be so impressed that you are staying in touch with her. She’ll probably give you a call to book her party. If not give it a couple more weeks and call back. If the house is taking longer than expected simply move her in your Party Bank. I would send Sheila a card in early March to let her know your calendar is filling fast so if she wants to treat her friend to a girl’s night out in May it’s time to book! She will also be impressed that you remembered. Who knows the wedding plans may still be on or they may not. If not then she needs a stress relief party! Then there was Melissa who mentioned that she’s celebrating her 25th anniversary. Won’t she be so surprised to receive a happy and a discount coupon in the mail from you 10 months later!

If you get in the habit of listening you will become the professional business woman you always wanted to be and your customers will be very impressed!

Here are the ten top tips for improving your Customer Service Skills:

1. _____. Offer them a free eNewsletter, add them to your Social Media outlets, make Customer Care Calls for special events (holiday, new catalog, etc)
2. _____. People want to feel important, and recognized. Create a Customer VIP Program and give them special discounts, the "first look" at new products, etc.
3. _____. There is no such thing as "too much" customer service. Send "Thank you" notes for no reason other than to say thanks. Offer discounts at random times throughout the year. Send free gifts with large purchases with no notice.
4. _____. Show your customers that you really care by taking care of problems quickly. Sometimes we have to go a little beyond ourselves, maybe even lose a little bit of money, but good Customer Service does not have a pricetag. Personally take care of the problem as best as you possibly can.
5. _____. Offer as many contact methods as possible, so that when a customer reaches out, she feels like she will be able to get to you. Email, cell phone, social media, etc are all great contact methods. Also, make your contact methods easy to remember by using a universal business name as often as possible (i.e. www.yourparties.com, yourparties@email.com, etc)
6. _____. Create special Customer Appreciation events every quarter for your customers like parties, barbeque's, tea parties, Open Houses, etc. Your customers will feel important when they are included in these kind of business and special events.
7. _____. Have a "FAQ" page on your site to explain any questions your customers may have. If your company only allows you to use their Corporate site, use your blog to house your FAQ's. You can even ask your customers to fill out an online survey to find out how to make your site more user friendly.
8. _____. Use the words "you're welcome", "thank you", "please" etc often. Be calm and polite even when they are upset. Be willing to apologize first in the event you make a mistake, and then make up for them in a big way.
9. _____. This is a benefit to both you and your Customers. Assign a product for each month of the year, and offer it at a flat rate to be billed and auto-shipped each month.

10. _____ . Explain to your team the importance of Customer Service and Customer Care. By all using the same "policies", your Customers will always know what to expect in the instance of having to pass along a party or order.

SCRIPTS

Customer Care Call

Hi Customers Name! This is Your Name with Origami Owl - Is this a good time to chat?

Great, how have you been? make small talk for a few minutes

Well, I am looking at your Customer Care Card I have for you and wanted to just mention a few things.

Option #1: I see that you ordered A Locket from me a few months ago. Are you ready to change it up and tell a new story?

Option #2: I have a special on {One Of Your Top Products} or {An Item From Her Wish List} – XX% off – would you like to place an order for that item today at a savings?

Option #3: I see your Anniversary/Birthday is coming up in a few weeks, do you have something special planned? Is there something I can Gift Wrap For You to give your Sweetie on that special day? (Or someone to call to give your wish list to for your birthday?)

Option #4: We have an awesome Hostess Only Promotion going on for all Hostesses that hold parties between now and The Last Day Of The Next Month. I have Pick Two Dates Available, would you like to book a party and get this promotion PLUS some of your Wish List for free?

Great – I will get this order processed first thing in the morning and include your hostess packet in the bag!

Awesome – WHO DO YOU KNOW WHO might also be interested in...?

Thanks so much, I will talk with you soon!

Customer Care Call – Building Your Customer Care File From Old Order Forms

Hi Customer's Name! This is Your Name with Origami Owl! Is this a good time to chat? (if yes...)

I am creating a Customer Care file so I can be sure my Customers are getting the best service possible! I want to double-check that the information on your order form from Hostess's Party is still correct, AND I would like to offer you a Percentage or Free Item with your next order just for sharing your information with me!

Go over the Customer Care Card

Is there anything you would like to shop for today while I have you on the phone and take advantage of that special offer?

Great, WHO DO YOU KNOW WHO might be interested in her own Living Locket?

Thank you so much Customer Name. I look forward to talking to you again soon!

Organization

Do not over think your organization method! Keep it simple! You need an organizing system for:

- Party Orders – keeping them together by party and date or hostess
- Outside Orders – keeping them together by date
- Customer Care – again we recommend the index card system
- Consultant Recognition – don't neglect your team!
- Tax Paperwork – keep this simple, you will get very overwhelmed
- Backorders – one simple file on your desk will do!

Time Management

Probably the biggest obstacle for any Party Plan Consultant is finding the Organization and Balance to truly be your own boss and run a successful business, while also maintaining a household, possibly another job and family. Many Consultants say they feel overwhelmed,

stressed and that they are working “all the time” and seldom feel they accomplish anything. By developing a system, you can truly work your business in 30 minutes per day!!

Daily

1 - _____.

2 - _____.

3 - _____.

The Five Petals of Success – The Diva Daisy

Make it a goal that each day you complete one of the petals of your Diva Daisy! The Diva Success System Planner has a place for you to keep track! If you pick one petal each day every week, you are going to see amazing results in your business. The Diva Daisy keeps it simple!



Just think – if Monday you Booked a Party, Tuesday you Made A Sale, Wednesday you went Gardening, Thursday you Signed a Recruit, and Friday you Held a Party – what an amazing week! Now think if you did that EVERY week! How fast would you reach your goals then?

Weekly

Having a weekly system will help you stay motivated and organized! When you wake up each morning and know what you have to do today, you are immediately relieved of the “what now?” stress!! Here is a typical schedule... rotate days as needed for your party dates!!

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Monthly

Staying on top of these things will help you tremendously when it comes to Tax Time! Also, by doing these things one day each month, you will always be prepared for the next month!!

1st Day Of The Month

5th Day Of The Month

10th Day Of The Month

15th Day Of The Month

20th Day Of The Month

Last Day Of The Month

Your goal is to _____ also. Meaning if you make 20 Hostess Packets on Day 5, by Day 5 of next month, you want to be out of them! The goal is not to continue to stock pile them!! Our theory is: one party a week you are maintaining a business, two parties a week and you are _____ a business!! But at most that's 10 parties in one month – true, but always have extras to mail out, book farther out, and there will always be cancellations and reschedules.

Now you have everything broken down into months, weeks, and days. With this System you are going to find you will have more time, more excitement, and more energy to put into truly building your business. Planning your work is done for you – now it is up to you to work your plan!!

This concludes the Six Weeks to Success Program. I hope you have learned the skills you need to build a firm foundation for your Origami Owl business. Feel free to revisit these trainings as much as you want to help keep you on track, and share them with your team as well.

For further training and access to our extensive Training Library, Template Library, Audio Library and Video Library, check out Party Plan Divas at www.PartyPlanDivas.com.

Pat yourself on the back Diva! You did great!

To Your Success!!

Lynsey Jones

The Party Plan Coach

www.PartyPlanDivas.com