

TIPS FOR A SUCCESSFUL EVENT (CONTINUED):

- ▶ Have a couple of items to display that reflect you, your family, goals, dreams and achievements (let them see your WHY). By showing pictures of the goals that you're working towards, you're not just selling products. You're selling your own dream and possibly someone else's dream. It's YOUR BUSINESS!
- ▶ DO NOT stack all of the product that you are selling on the table. You NEVER want what you do to look overwhelming or that you have to put out a lot of money \$\$\$\$ because you don't have to.
- ▶ It can be an option for "Cash & Carry" sales or showing the product and taking orders.
- ▶ Have an information flier to pass out or include with a sample if the event is passing out a swag bag. Your flier should have a balance of who you are, what your business is, the different ways they can shop from you, along with the opportunity. Make sure they know how to contact you after the event.
- ▶ If you are asked to provide something that will be auctioned/raffled off, make a gift certificate (with a dollar amount you are comfortable with) so you're not just giving product to someone you may never have an opportunity to meet. You can always have a displayed item or basket of what they could get. This puts you in the driver's seat, they have to contact YOU to redeem.
- ▶ Make sure to write up a receipt for any samples, giveaways and expenses for your taxes.
- ▶ Be sure to follow up after the event! The fortune is in the follow up!



EVENT SALES TRAINING



THE BENEFITS OF DOING EVENTS:

- ▶ Meeting new prospects
- ▶ Growing your business in your community, another community / state
- ▶ Meeting other DS Consultants - Network
- ▶ Cash and Carry Sales
- ▶ Online Orders
- ▶ Leads for future events

TIPS FOR FINDING EVENTS:

- ▶ Look for Facebook groups and websites dedicated to Vendor events, vendor networking, fairs & festivals, etc. Don't be afraid to think outside the box and look at trade shows and home shows!
- ▶ Look for events in your local area, but don't limit yourself to that. Look in cities and even in other states that you can travel easily to for the day.
- ▶ Truly network with other vendors and event organizers! Be polite, friendly, open, and not competitive. Share with them and they'll look out for you! If you are clearly only looking out for yourself, you'll do a lot of one-time events.
- ▶ Don't be afraid to ask questions about the event you're interested in (nicely!). Ask how many people they expect, how they are advertising, what they expect of the vendors.
- ▶ If you're not sure how vendor events work in your area, attend some! This is an especially good tip for Quarter Auctions, which have major regional differences. Walk around and talk to vendors, take notes on what you like and don't like about their displays and how they interact with customers.

TIPS FOR A SUCCESSFUL EVENT:

- ▶ Be prepared for your event! Make a checklist of everything you need to bring so you aren't scrambling while someone is trying to ask you questions (vendors love to shop while you're setting up). Tablecloth/runner, pens, clipboard, display pieces, a reader for credit cards, phone charger, business cards, samples, etc.
- ▶ Partner up with another consultant! This makes it easier to share costs and have more product. Plus you look like you're having fun when you work with a friend!
- ▶ Samples are a great way to draw people in, BUT you MUST get their information in return in order to follow up! NEVER leave your event without your new prospect's information.
- ▶ Have a guest sign-in sheet with a place for their name, email and phone number. Or, use a business opportunity sheet with their contact information and questions about earning free product, receiving a discount on purchases and raising money for a charitable cause. People fill them out, you have their contact information for follow-up, and you can enter them in a drawing for a prize as a thank you for leaving their info.

TIPS FOR A SUCCESSFUL EVENT (CONTINUED):

- ▶ Make yourself stand out from the crowd with a clean table that presents items at multiple levels. What is the focus on? Will it draw others to want to stop? If you have someone with you, have them stand on the opposite side. People love to stop at booths/tables where others are already.
- ▶ Don't worry about having tons of product. It's better to keep it simple! You're not just there for cash & carry sales, you're there to network, prospect, and book parties. Keep your display simple and attractive, to make it look easy to be a part of your team.
- ▶ Know your audience... For example, if you are at a youth program, have something to draw the kids in, and make sure they grab a parent to win a prize or score a simple lollipop. (The Lollipop tree has really helped leaders to draw in the people at the events). If you are setting up at a women's event pass out a sample of your favorite scrub and maybe do a raffle for one at the end of the event.
- ▶ People love free. Create an eye catching "lure" that mentions FREE (free bath bomb for example), and once they come to check out your booth explain how you can do in-person or online parties to help them EARN free product.
- ▶ Stand, be present, work the crowd... DO NOT sit on your phone! At an event, greet everyone and ask them if they've heard of Jewelscent! Take every opportunity to show that you are interested in THEM. You are there to share your products, as well as speaking with them. Even if they don't stop at your booth, make sure to always greet them regardless!



- ▶ Share where you're going to be before the event, during the event, and then thank everyone for coming to the event on social media. This way, others who did not go see how serious you are about your business, and they might join your team or go to the next event!
- ▶ Do not leave early! Other vendors can be your best customers or your next consultant. Leaving early hurts everyone's business and you may never be invited back for future events.

CONTINUED ON BACK >