

BENEFITS OF HAVING A HOMESHOW:

- ▶ Hands-on, face-to-face interaction
- ▶ You are there with the Host as a team
- ▶ Guests can smell and experience the different scents
- ▶ Guests can see each product that you are showcasing
- ▶ Guests can try and experience some of the products
- ▶ A fun atmosphere (games, prizes, etc.)
- ▶ Friends get-together, “girls night out”

PRIOR TO THE SHOW

QUESTIONS TO ASK YOUR HOST AT TIME OF BOOKING:

- ▶ Date, time and location
- ▶ How are you planning on inviting your guests (email, messaging, calling)?
- ▶ How many will you be inviting? It’s important to “over-invite!” (Send copy of FRANKS list)
- ▶ Are there specific products or scents you would like me to bring?
- ▶ What is the best way to contact you?

FOLLOW-UP AFTER THE SHOW

Two days after the show, send a thank-you note to your Host.

1-2 weeks after the show, follow up with guests about how they loved the items they purchased. Use this as an additional opportunity to book a show and/or share the JewelScent opportunity.

CONSULTANT INFO LABEL



JEWELSCENT
HOMESHOW
 PARTY TRAINING



PRIOR TO THE SHOW

EQUIPPING YOUR HOST WITH TOOLS FOR A SUCCESSFUL SHOW:

- ▶ Send a Host Packet confirming date, time and location. Include some samples and 1 of every Show flier. (Product description, JS Core Scents list, Introduction)
- ▶ Set the expectation that you will be contacting her/him again and identify times to re-connect.
- ▶ Be excited and confident that the Show will be successful.
- ▶ Have her make her “wish list” of items she would like to earn for free and half-off. This creates excitement and commitment with your Host.
- ▶ Reminder - ALWAYS over-invite. (30-50% will not be able to attend)
- ▶ Encourage her guests to “bring a friend, or 2 or more!”

MAIL OUT A HOST PACKET

- ▶ About Us
- ▶ Host Flier
- ▶ Business cards (5)
- ▶ Product sheets (5)
- ▶ JewelScent Core Scents
- ▶ Order form for outside orders
- ▶ Join the JewelScent Family Opportunity Brochure

HOST COACHING

2 WEEKS PRIOR TO THE SHOW:

- ▶ Call or send a reminder text or email
- ▶ Encourage your Host to collect at least three (3) outside orders from those who cannot attend.
- ▶ Encourage the Host to ask a friend to book a show. (Reward her for any bookings she gets for you!)
- ▶ Tell the Host to keep snacks simple and in the same room that you will be in.
- ▶ Remind your Host to contact you with any questions that come up.

1-3 DAYS BEFORE THE SHOW: CALL

- ▶ Confirm the time of arrival.
- ▶ Get/confirm address or directions.
- ▶ Ask where you will be setting up your display and whether you need a table.
- ▶ Strongly encourage your Host to remind (email, message or call) their guests of the party and that they are looking forward to seeing them.
- ▶ Let guests know they will receive a gift for bringing a friend.
- ▶ Once again, remind the Host to keep the snacks simple and in the same room as your display.

THE BENEFITS OF HOST COACHING:

- ▶ Increased attendance
- ▶ Increased sales
- ▶ Increased bookings
- ▶ Opportunity to share with the Host about becoming a Consultant
- ▶ A HAPPY Host with lots of Host Rewards!

CONDUCTING A SUCCESSFUL HOME SHOW

- ▶ Strive to keep your set-up & take-down time no more than 30 minutes.
- ▶ Streamline how you transport everything into the show.
- ▶ Use your set-up time to talk to the host (build a relationship).
- ▶ Greet each guest warmly.
- ▶ Spotlight 1 product from every category.
- ▶ Share with them what our core scents are.
- ▶ Mini-commercials speaks volumes:
 - Periodically tell the Host how much has been earned
 - Share any new product launches
 - Share the Prize Club monthly subscription
 - Consider presenting your Host with a small thank you gift
 - Hold a raffle for those that have become members
 - Ask who would like to be a Host and earn FREE product
 - Who would like to join your TEAM, making money doing what you do
- ▶ Your check-out area should be only a few feet from your display.
- ▶ Follow up at check-out about being a Host and/or joining your Team and becoming a part of the family.

10-3-2-1 FORMULA FOR SUCCESS

- ▶ Minimum of **10** guests attending
- ▶ **3** Bookings (keeps you active for future business)
- ▶ Minimum of **2** outside/additional orders (from those that cannot attend)
- ▶ **1** New Prospect that could join your TEAM (now or in the future)

PARTY GAMES

- ▶ The Chocolate game - Ask questions about my business
- ▶ **JewelScent** Bingo
- ▶ Guess the color of the stone in the Ring Reveal
- ▶ Guess the hour that the ring will appear in the Ring Reveal
- ▶ Guess the scent

