

"Your Success = My Motivation"

Sherri Gibson, Super Star Director

# PARTY FOR PROFITS!!!!!!

Sherri Gibson

Super Star Director

Founder's Circle Member

Sooner Scentsations, LLC

(405) 659-2867

[sherri@legalavenger.net](mailto:sherri@legalavenger.net)

105 N. Hudson, Ste 312

Oklahoma City, OK 73102



# Types of Parties

## Launch Party

Kick off your business by inviting everyone you know, even a little. All acquaintances, your entire Christmas card list, your FB friends, casual friends. USE your LIST OF 100.

## In-Home Party

Done at hostess home, or other location. Hostess invites everyone she knows, even a little, to the party. You do the party. Refreshments are typically provided by you. This is the CORE of Scentsy Family Brands.

## Basket Party

You give a basket to your hostess. She takes it with her for about 10-14 days and collects orders. You order and deliver the product. The basket is your best “cheap” employee. You can leverage your time by having more than one party at the same time.

## On Line Party

EVERY party you do should have an on-line party done in association with it so out of town friends can buy.

## Open House Party

Just like the In-home party, but instead of a planned start and end time, guest can come and go over a several hour period. This is more flexible for guest’s schedules, but is hard to plan games and be consistent.



# Types of Parties

## Work Party

You take the party to the guest work place. Typically over the lunch hour in the employee break room, or other space the boss is okay with you using. This is great to have lunch and catch people while they are all in one place. A great way to get co-workers together. Advantage is that everyone is already there. It is easy to invite them. Think of giving the boss a "thank you" for letting you use their space.

## Mystery Hostess Party

You invite all the people you know, including past customers, to your place. Instead of you keeping the hostess rewards (Free and Half Price items), you let guest earn them. Guest can earn entries into a drawing for the items. They get a certain number of entries for various things you want to encourage, like RSVP'ing, bringing a guest, each \$20 spent, agreeing to host their own party, signing up.

## Theme Parties

Think of having a theme for your party to make it fun and entertaining. Like wear your favorite color to a Grace Adele party (hint a great way to match the purse to their color). Or bring your favorite dipper to a Velata Party. Summer ideas • Pool or patio party, •Beach Bash (skinny Dippin' is optional), •Mexican Fiesta •Jimmy Buffet Parrot Heads (or Margaretville) •[WWW.splashnsniff.fun](http://WWW.splashnsniff.fun) (Wild Water Women) •Wine and Nine •Ice cream social •Backyard BBQ •Summer decorating (or cooking or accessorizing)

# COACH The HOSTESS

## It is critical!!!!!!

Your hostess is not a professional hostess. She does not know what all needs to be done to have success. It is your job to coach and help her get done what needs to be done.

## Set a Schedule

You must have a timetable for getting done each step of the party from getting invitations out, to following up with people invited, to following up with the hostess. There are great time tables on your workstation.

**MAKE CERTAIN INVITATIONS GO OUT TIMELY.** I have found that many hostess do not get the invites out, or delay it so they don't have time to plan to attend. I often say I WILL mail them if they get me the list, you mail it over their name not yours.

Follow up with hostess. Generally 2-3 times. Be excited when you call them. Leave them with the idea that this will be fun and that you are excited to do it.

Have a Hostess Packet to help them and you plan the party

Watch videos. <http://training.scentsy.com/content/hostess-coaching>

Read the packet on how to.

<http://soonerscentsations.com/docs/Hostess%20Coaching%20&%20Planning%20A%20Party.pdf>



# **COLLECT CONTACT INFORMATION**

**"THE FORTUNE IS IN THE FOLLOW UP" Jim Rone.**

**But if you don't know how to contact them, you can't follow up. You can't make your fortune.**

- 1 Get Name, Address, Email, and Cell Phone number. This way you can use letters, phone calls, emails, or mobile texts to contact them for follow up.**
- 2 Use social media. Friend them on FB, Twitter, Pinterest etc. You can mass communicate with them.**
- 3 Use a Sign in Sheet at your party, like a wedding book does.**
- 4 Make notes about guest during the party.**
- 5 USE the Order form information. Have everyone fill it out. First, policy says you must. But, I also say I need this in order to give you a lifetime warranty on the products.**

**Use the information to contact them. Follow up on Scentsy Promotions, S/WOTM, Discounts, Catalogue Changes, Hostess Rewards. If you have their contact, you can follow up directly. Not just a FB post you hope they read.**

**I have the format in Excel for you to use.**

## COLLECT CONTACT INFORMATION

**POOF Method – What is their Passion, Outside Activities/Hobbies, Occupation, Family (birthdays, names, etc.) Send a card for their Spouses birthday, Ask how Mary's sport team did. It makes a Connection and YOU stand out to them.**

**. You can make unsolicited non-business follow ups , like a newspaper article sent to them on their interest, or emailing a link to a story on their interest. Use information to form a relationship, not just a customer. You are not "pushy" when casually chatting with a friend.**

**Put the information into Excel. This way you can organize and search it.**

**Think of an email advising their favorite scent is discontinued.**

**GET ORGANIZED. DO IT SYSTEMATICALLY. START NOW AND WORK BACKWARDS FROM YOUR ORDER FORMS.**

**Calendar a REMINDER system to check in on them to reorder Wax. Generally 30 days after the party. Like Calendar on Outlook or Gmail or Yahoo account.**



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# Recruit Hostess at Party

Your goal is to identify three hot prospects and get one recruit.

## Details Tell and Stories SELL.

Your personal story of how much fun you are having, how hosting a party gets XYZ dollars in free product, how Scentsy has changed your life, or is giving you the opportunity to meet your goals, is powerful. Share about you to form a connection with guest. You become "real" not a salesperson.

## Be Prepared to recruit.

Take recruiting packs to the party. Success is 10% inspiration & 90% preparation. Obviously, you are going to set up your party presentation to include catalogues and brochures (Buy-Host-Join "25 Advantages" brochures for your guest to read. But, be sure to take an extra 2-3 "business packs" to the party with products and a recruiting folder.

## Use a Game with giveaway business pack prizes.

Gather information from guest on their experience in attending and hosting parties.

Here is a game where the most points wins a prize.

- 2 points party attended last 6 months
- 3 points each party hosted
- 5 points each party hosted last 6 months
- 3 points if approached about joining direct selling business
- Double the points if you seriously considered it.
- 5 points if ever been a representative any other company

Note: Have a copy of the questions and write down the names of everyone that answers so you can follow up.

*Pepper the party with mini infomercials.*

"I love Scentsy because everybody wins. Our customers get great products at great prices, our hostesses get free and half-priced items, and I get to work with these amazing products."

"Most of us work part time. But we are finding more people looking for a change of career and want to work full time. Everyone is different, but the beauty of being self-employed is you choose the hours you work."

"Where else can you get paid for having so much fun?"

"I love helping people buy their Scentsy- it is such a fun company to work with."

"I was looking for a part-time job, extra income, and never imagined I would find a rewarding career."

"I love the freedom of working when I choose and with whom I choose."

"Working from home means I can deduct my expenses off my income tax."

"I can't believe I get paid for recommending products I love using myself."

"Getting paid for having so much fun should be illegal!"

### **Try using Special Labels for prizes.**

Here are some cute ways to put a sticker on your prizes, such as room sprays and bars.

Down on your LUCK? I'd LOVE for you to join my team! (Lucky in Love)

The Scentsy Opportunity is SIMPLY Irresistible Ask me how you can start today! (Simply Irresistible)

Our parties are SIMPLY IRRESISTIBLE! Book tonight and receive a Simply Irresistible Scentsy Bar! (Simply Irresistible)

Have you been FLIRTING with the idea of hosting a party? Book tonight and you will get a free Flirtatious Car Kit! (Flirtatious)

It will be an ENCHANTED evening and you will be "MIST" if you do not attend! (Enchanted Mist)



*Use "one on one time" to recruit.*

During a party, you will often have a private moment with guests. Use these to casually introduce them to the idea of having a party or joining Scentsy. Try saying something like:

"Have you ever thought about doing this, of the people here I think you could be terrific at this? When she asks why, sincerely say, "Because you are great with people, everyone seems to like you." ALTERNATIVELY, "Because you have such an enthusiastic personality" OR "Because you seem to enjoy the products so much your enthusiasm is a natural selling point to others." ALTERNATIVELY, "Because I can see you doing this, you are so much fun."

*Set up post-party phone calls.*

When you leave, to those that buy say I can't wait to hear how much you enjoy Scentsy and what you think about it, may I call you next week to get your thoughts.

**After Party Recruiting.** (Follow up every lead. Set personal appointments to discuss Scentsy details.)

1. *Recruit your hostess.* When tallying up the party, ask the hostess if she knows what the hardest part of the party was, the answer is what she did, getting people there. All I did was show up and have a great time meeting new people. (then go into the pitch) did you know that if even half the people here held a party you would make XXX enough to cover your sign up cost and be in business for free.

**2. FOLLOW UP Phone Calls with people who won the business packs & your top prospects even if they didn't win the packet.**

"Hi (insert name). Thanks for coming last night. It was great to meet you. I have to tell you, even if you hadn't won a business pack, I would have given you one free." (If they didn't win the game, say I would like to give you one for free)

She will ask why, and then lead into a sincere compliment like:

"I think you would be fun to work with" OR "Being a Teacher/police officer etc. give you instant credibility when dealing with people" OR "I love your energy/enthusiasm, who wouldn't want to work with you" (listen to see if her boss is on the list of those that don't enjoy working with her to use for a career change) OR you did most of my job for me. I think you are a natural.

Then go to, have you had a chance to read the information about Scentsy I included in the pack? I would love to meet with you for half an hour so I can tell you more about it. It's your call, but you'll never know if you don't hear me out. In any event, it would be good to see you again, regardless of what you decide. (Let her know it is not a pressure sale and you will leave on good terms even if she rejects you. She may change her mind later and give you a call)

Above All, be positive. You cannot be discouraged by a NO. It might just be a "not right now".

There are two primary ways to leave this with a positive. *First, thank them for their time and attention.* Hand them a coupon for a discount on a future purchase. You have now created a reason to call back in a few months and say, "I remember the coupon I gave you and wondered if you wanted to redeem it".

Second, ask them for a referral to someone else. Any old saying is "if you can't make a sale, make a friend." *In NWM think of "If you can't get a recruit, get a referral"* "Who do you know that might like this? Or "Who do you know that knows a lot of people" Or "Who do you know that loves candles? Or "Who do you know that might want to make extra money?" Ask them what they most admire/like about that that person. Then call that person and say, "Mary gave me your number. I am the local Scentsy consultant. Mary says you (know more people than any of her friends or have the most outgoing personality of her friends).

Want to Learn More

<http://soonerscentsations.com/docs/Doubling%20Down%20On%20Your%20Party%20-%20Recruiting.pdf>



# Stacking Game

## By Kelli Huffman

Generate subtle incentive/pressure to get guest to host a party.

# 1. Do home parties

- o Establish a consistent pattern of selling
  - o Keep the party simple
  - o Build to 500 PRV in monthly sales
- o 2 home and 2 basket parties = 4 each month, shoot for 5 ordering customers per party, or 20 customers per month.



## 2. Sponsor new consultants

- o Sponsor new active consultants
- o Share brands everywhere
- o Be generous (giving launch parties to new recruits)
- o Set a goal to recruit 1 per month

Averages of what various ranks recruit. (based on those maintaining their rank for a year, so stable ranks)

Star consultant = 1 new consultant every 2 months

Director = 1 new consultant every 6 weeks

SSD = 1 new consultant every 3 weeks

### 3 Provide great customer service to Customers & TEAM

- o Delight the customer with great service
- o Communicate often and effectively
  - o Nurture future leaders
  - Reward and praise on goals
  - Seek generosity on our teams
  - Track promotions over sales

Focusing here helps meet pay at rank

Star promotion is really a total of 10 promotions on you and your downline.

Director promotion is really a total of 40 promotions on your team, you included

SSD promotion is really 320 promotions on a team.



## 4 Improve yourself

- o Take the time to care for yourself
- o Make weak things become strong
- o Contribute more than you take
  - Be abundant and positive

**We must give all chords equal attention**

**Don't gather lemons, make lemonade!**

**Our road is paved for miles! Stay focused!**

Learn More, watch Orville's convention speech at

<http://training.scentsy.com/convention/content/2012-convention-keynote-simple-ways-light-it>







