

# Profitable Summer Parties

a [www.DirectSales101Webinar.com](http://www.DirectSales101Webinar.com) Study Guide

I want you to experience extreme success! I want others to be WOW'd by you; the experience you offer your hostess and guests that they can't wait to take a break from the responsibility of life to connect with their friend, and through that experience you're generating a minimum of a \$1,000 party average, 2 - 3 bookings and your guests are thinking, *"I want to work with her/him. I want what she's having. She's extraordinary!"*

And if you are in network marketing you may learn several success clues on how to launch your new representatives. In fact, many Network Marketers who are hosting launch parties for their new distributors are experiences much greater success.

If you're multi-tasking, thinking a million thoughts or get sidetracked and only listen to a portion of this training I can't guarantee an ideal outcome. I really want to help you, but you must meet me half way. My invitation to you is to get present, stay in the moment, listen intently and notice what practices will support you in creating an extraordinary experience for your guests and hostesses.

Your greatest focus is to become extraordinary at giving your hostesses and guests an extraordinary party experience they'll never forget. When you learn that everything will change because you'll get your business from your events and won't have to constantly have to fill up your calendar outside of your parties and your events.

The big question you always want to ask yourself is, "What would make this experience extraordinary for my guests?" Come on, if Oprah launched a national survey with one million Americans and asked them *"How extraordinary was your experience at your last direct sales party on a scale of 1 - 10?"* At best our industry would receive a whopping 2.5, because most direct sellers are typical and don't give extraordinary service.

During our webinar I will give you six success strategies on how to create an extraordinary party experience that will BLOW YOUR HOSTESSES AND GUESTS AWAY!

This training is really about a two-hour training when I do it live, and I had to choose what I really felt was most important in order for you to have immediate success. I really want to encourage you to implement each practice I am about to share because if you leave one out I can't guarantee your success. Every component is a part a system.

## Success Strategy #1:

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Theme parties draw crowds: It's your hostesses "Friend Night out Party" What does your hostess want to experience? If you want to give extraordinary you must look at the experience through the lens of your guests and hostesses.

Here's the point! Stop controlling your hostess's friend's night out party. It's not your party-- you're not the host, you're the rep. What does she want? You want her to get so excited about her party that she takes the baton and goes for it.

Slow down, connect and coach, ask \_\_\_\_\_ questions!

- *Janie, what was your reason for scheduling your friend's night out party?*
- *Who do you want to spend your special evening with?*
- *What kind of theme do you think your friends would enjoy most?*

Listen carefully! What you really want is for your hostess to:

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or booking remorse will set in and you'll end up with a cancelation.

Here's the antidote! Write this down...

You want to incorporate a group phone messaging service, text, Facebook, personal invite and extraordinary invitations as options when coaching your hostess how to invite her guests. KISS "Keep it Simple & Stellar."

What you want is an \_\_\_\_\_.

Your insurance policy is in effect when your hostess invites her guests immediately through group messaging, texting and or Facebook. Do you think they'll cancel their party if they take action and invite their guests within 48 hours of the time they scheduled? NO!

Where are we? You're at the tail end of the party and your meeting with your future hostesses. You're setting the dates for their party, their hostess coaching date and you're discussing all the options of how to invite guests (meaning, group phone messaging, text, FB and personally inviting their guests) and the last question you ask is this... "*Janie, now for my most important question; who are your top ten friends that you love to hang out with?*" After she responds you'll say, "*I have a very special invitation to mail to your friends that you really want to spend your special night with!*"

Ask your hostess for their \_\_\_\_\_ and offer to mail an extraordinary invitation to their top 10 guests. Now, think about the invitation

for a moment. What do you do when you receive a wedding invitation or a birthday invitation? It usually goes on the fridge and you look at it over and over again.

If you we're to receive a written invitation to a home party, what would move, touch and inspire you to want to attend? What if you went to your mail box and had seven articles of mail; four with a window, two advertisements and one colored envelope with a sticker that said "party," Which one would you open up first?

**Success Strategy #2:**

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Whether you book parties or not greatly depends on your ability to connect

- Have you designed a booking and recruiting environment?
- The first twenty minutes is all about the theme, food, beverages, music, ambiance, connection and fun!

**8 Tips**

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### **Success Strategy #3:**

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Before I move into Success Strategy #3 I want to set this up for you. I imagine that 80% of you attending this webinar are in Direct Sales Party Plan and you were gravitated to the topic because you do parties. If you're in Network Marketing and want a magical way to launch your new distributors or are in Direct Sales and want an effective way to launch your new partners by hosting a launch party, what I am about to share with you is simply magical and it works and works well.

I led a multi-million dollar organization when I was in the field and one of my leaders was the top sales producer in the company. It was a gift from God because she taught me how to spoil my hostesses. Donna was magical. I remember her training thousands of reps at a convention and she said:

*"It's not about how much you know about the product, how perfect your demo is or the words you use, it's about*

\_\_\_\_\_”

Where are we? Your guests arrived at show time for the on time drawing and the first twenty minutes of your party your guests are enjoying a theme, music, beverages, food, laughter, ambiance and you're connecting, connecting and connection!

About twenty minutes into the party you ask your hostess to gather the guests for the on-time drawing. Remember your hostess in some cases is that new rep you're launching. Your hostess is the facilitator. All the guests gather in the living room and you have everyone's attention.

Here's a secret! No one sits by your hostess but you! Your role is to spoil your hostess and through that experience others will want you to spoil them.

Here you are, sitting by your hostess and you look at your hostesses guests and say, *"We'll do our drawing in a minute but first, who's our star tonight?"*

Everyone says (Janie/the hostess) and you say, *"Janie, great party, fun friends, awesome margaritas, tasty food!"* Then tell your story!

Pick up several special cards especially for your hosts. All different kinds and then choose a card prior to the party that's ideal for your hostess.

#### **Success Strategy #4:**

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##### *Wish list*

If you want \$1,000 parties, you want a system for your guests to choose their favorite 10 – 15 items before the shopping experience begins.

Whether you do an open house style party or more of an organized format, let's face it, guests are looking for a while before they shop and they usually all shop about the same time and this is when things get chaotic and what you really want is to be able to connect with each guest and collect an order within 2 – 3 minutes. It's all about the set up. Listen carefully!

It's important that you give your guests some kind of a

\_\_\_\_\_ that supports your guests in remembering what they're interested in. Whether you give them a catalog and post it notes and have them choose their favorite 10 items as you're showing products, or use a wish list.

I have clients that are in Network Marketing, and their intention is to use this party method to launch their new partners live and instead of using a wish list they give the guests a document that lists the product package choices and a description of the products offered in the package along with the savings amount. I have clients who are with spa and image companies that give their guests a "Spa Wish List" or "Image Wish List" and it already has the items listed on the wish list along with the prices. Generally these are the items they're focused on showing during the party experience and their objective is to NOT confuse the guests. Why? A confused mind says NO!

Wish lists save time and affirm your customer's interest level. They also support communication and lead your customers to a decision. Remember, ***a confused mind says NO!***

Give your guests an incentive to earn 10 tickets for having 10 items on their wish list. Your goal is that all guests have completed their wish list before the shopping experience. If you don't have names for your products, meaning only item numbers, you might consider just giving your guests a catalog and post it note. Or if you want your customers to focus on particular items that you're showing during the party experience you might create a document with a name (example: spa sets) and list the items or packages that you're showing.

If you do use a wish list, give your guests a highlighter pen before the shopping experience and have them highlight their favorite items. The reason you want to do that is many of them won't remember what they wrote down and this will save you a ton of time because you'll remind the entire group instead of one guest at a time. In a sense you're recapping what you showed the guests during the party experience.

When you check in with the guests during the shopping experience you simply thank them for joining you and ask two questions.

1. \_\_\_\_\_
2. \_\_\_\_\_

### *Guest Care Card*

How do you determine your guests interest level regarding purchasing, hosting or seeking your business opportunity?

I offer my Gold members an extraordinary user friendly guest care card. For example, two of the questions on the guest care card are...

Indicate your interest level on a scale of 1 – 10 about hosting your own friend's night out party.

Indicate your interest level on a scale of 1 – 10 about learning more about our business opportunity.

The concept behind the guest care card is that you actually do a booking and recruiting commercial before you lead them to the guest care card. I want to train and coach you how to deliver an engaging, authentic and fun booking commercial that doesn't feel like a commercial. That's our next success strategy.

## Success Strategy #5:

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Your irresistible offer is parallel to the questions on your guest care card.

### You have three objectives:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What would engage your guests to want to host a friend's night out party?

What do women want? (Fun, girlfriend time, connection)

What would engage your guests to host?

(Guests book mainly because of the experience, second for the product and third to support a friend)

Let's set this up. What's happened up until this point?

*You arrived early, set up a beautiful display*

*You connected with your hostess before the guests arrive*

*You did the 20 minute guest connection*

*You did the On-time drawing*

*You acknowledged your hostess*

*You shared your story, your introduction and set up the party*

You're showing your product and your guests are writing down their favorite items on their wish list and about half way into your party experience you'll share your booking commercial, your irresistible offer.

Lead line: Are you having fun? (Spa) How are you feeling?

\_\_\_\_\_ **Commercial** - If you're having way to much fun and think your life is way too responsible--maybe it's time for a "Friend's Night Out" Party. We could host a wine tasting party, Mexican fiesta, Saturday Continental Breakfast, Choc-o-holic party, Taste of Italy or if you don't want to vacuum, cook or clean we can host a happy hour party in a restaurant or pizza parlor. I'll spoil your friends whether we have 3 guests or 20 and you'll receive... *(share your hostess plan very lightly and lead them to the guest care card).*

## Success Strategy #6:

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During my seminars I always ask the question, *“How many of you have been to a party that was a 10... absolutely extraordinary... the rep was extraordinary and the experience was extraordinary?”* Usually only about 2 – 3 hands pop up in the air from a group of 100 – 200.

When I ask the reps in my audience what made the party extraordinary, nine times out of ten they say the rep was fun, entertaining, personable and engaged the group through participation... the rep was spacious and made everyone feel real special.

My objective is to show you how to engage your guests to schedule a party and really want to host it and then how to create this amazing connection through how you guide your host by staying curious and communicating with your new host about what’s important to her instead of you... after you learn this and practice it, your guests will set dates, hold their hostess coaching appointment and have exciting profitable parties.

*Stop focusing on everybody. Choose the guests*

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One of the reasons most direct sellers aren’t getting bookings is that they focus on everyone instead of zeroing in on the guests they’re connecting with.

How many times have we heard *“Be sure and ask every guest to host?”* Really, seriously? Do you really want to book Negative Nora or a Boring Barbara or Sarcastic Sarah? Give me a break!

Hold some value... look at the experience you offer ... do you value what you offer? If not, then create an experience that will wow your guests and impress you! And give them the best of you!

At the minimum you offer others a break from children, husbands and business to hang out with friends and enjoy the really important part of life... friendship!

Ok, you’ve created this extraordinary party experience with your host and your guests are having a blast. The host has a great theme, the candles are burning, music is playing as the guests arrive and you’re joyful, confident, fun and connecting with all the guests. After a while, you’ve chosen a few guests you want to host parties for. You’re noticing the guest you’re really connecting with you and you’re saying things like...

*You’re so fun! I want you for a hostess... what do you think?*

*You love way too many items, let’s host a party and get them free... what do you think?*

Or you have a theme party book and you over hear a guest that is complaining about how busy they're and you say, *"Jill, sounds like you need a break from responsibility and a night out with the girls. Check out my theme parties. Let me spoil you and your friends."*

Or you're taking an order and you're saying ...

*What are your favorite items?*

*Is that what you want to get tonight?*

*Let's get it free! How about a wine and cheese tasting party or a Mexican fiesta... what do you think? With conviction: What do you think?*

Take a breath with me... WHY NOT JUST DECIDE RIGHT NOW THAT this fall will be your greatest ever.

The formula is always the same... we become aware, get educated, and then act on that education.

Love and Success,

Steve Q Wiltshire, CEO  
Lifeline Coaching & Education, Inc.  
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