



The Anatomy of a Successful Party/Presentation: At a Glance

- 1) **Arrive Early** So you can make sure you are set up in time and have time to help your hostess get ready. What do you want her guests to experience when they walk in? Choose music that compliments her theme, light candles. Create an environment that will make her guests feel special.
- 2) **Guest Connection – First 20 Minutes of Party** The focus during this portion is on the guests, not Arbonne. You will want to:
 - Greet guests at door.
 - Ask questions of the guests when you meet them.
 - If you are doing a scrub at the sink, invite them for a little pampering – a hand massage. Use this time to ask them questions and connect.
- 3) **Introduction** To transition into the introduction say something to the hostess like, “*Jan are you ready to get started?*” She can help you get her guests seated.
 - **Tip:** Sit next to your hostess!
 - Presenting a fun, engaging introduction at your presentation/party will allow others to feel more connected with you, creating interest in what you have to offer, as well at putting everyone at ease. This story should be animated, fun, engaging, interesting, and easily identified with by the guests. It should highlight your experience with the products while planting seeds.
- 4) **Product Presentation** This is where you present the Arbonne difference and the products you and your hostess have selected as the focus for the evening. This may be skin care, spa products, nutrition, make-up, etc.
 - Give your guests a sheet of “catalog stickers” so they can indicate “get it”, “want it”, “need it” and “love it”. [Business Aid #1149]
- 5) **Opportunity Commercial: “Why” Bag Story** This comes at the end of the presentation. To transition from the presentation into your close you might say something like, “How does everyone feel?”

□ A few simple tips to follow:

- ⌚ Keep your commercial 3-5 minutes in length
- ⌚ Use props that your guests will identify with
- ⌚ Be aware of your audience. If you feel there is interest in the room, give them a chance to ask you questions about your career. Perhaps give them tickets or chocolates toward a drawing for asking you questions.
- ⌚ Practice until you can let go of performance and become clear and confident.

6) Client Care Card Use this tool to present your close and give the guests the options for working with you. This tool allows you to gauge the interest of your guests in the business opportunity or hosting opportunity.

7) Shopping Time This is where you work one on one with each guest and determine the products that would be best for them.

- Review their "Client Care Card" with them
- Use the "Closing Sheets" to assist them with their order. You only need to print one of each sheet (FC5, RE9, SeaSource Detox). Place in a plastic page protector and use as a reference – there is no need to give one to each guest.

8) Opportunity Gift Bags Give these to those with interest in your business or those with whom you really connected. At your party, add a personal note to the bag that acknowledges them.

- Your Note may say: *Jan, What a pleasure to meet you. You are fun, enthusiastic and someone I would love to interview.*

9) Review the Results with your Hostess She will be curious to know not only what she earned, but the results you received. She may decide to join you in your business to take advantage of the activity that the evening created.

10) Follow-Up The fortune is in the follow-up. This is where relationships are built.

- Use the Party Checklist to stay on track

