



# THE SIX KEY ELEMENTS OF A SUCCESSFUL PARTY

Do you know the number one reason people book parties?

Many consultants think it's because of the free products, but surveys consistently show that the primary reason people book parties is because they want to have fun. They had fun at the party they attended and they want to share that kind of fun with their own circle of friends and family.

They also want to be educated, receive free products, shop, and help a friend. And, we're learning that the unique "experience" you provide – whether it's teaching them something, improving their lives, touching their hearts, or providing a valuable and convenient service – is what causes your guests to consider your parties worth booking and attending again and again.

Whether it be a home party, a Facebook party or a one-on-one appointment, there are six key elements that are needed.

## 1. Greet the Guests

When does the fun begin? The minute they walk in the door! That's also when your presentation actually begins. As the guests are arriving, be sure to walk up to each of them and introduce yourself. Don't hover over your table! Leave your table so guests feel comfortable going up to check out some of the products even before the party starts.

You are in charge of creating a fun environment, so don't miss the opportunity to meet and greet guests at the door. As you approach people, extend your hand, make good eye contact and smile. A conversation should go like:

You: Hi my name is Melissa and you are?

Melissa: Hi! I'm Melissa.

You: Melissa, is this your first time at a spa and wellness party?

Melissa: Yes, I've never been to one before.

You: Well thank you so much for coming. Tonight we're going to pamper you, and I can't wait to show you our natural spa and bath products. How does that sound?

Melissa: Sounds great!

You: Well we're going to start shortly, but first we are doing hand spas in the kitchen so you can begin the pampering right away. We also have products at the table so feel free to take a peek at those too."

- **Hand Spa**

Take each guest to the kitchen sink or have the hostess bring them to you.

Welcome them warmly and ask their name. Ask how they know the hostess and carry casual conversation. Have them get their hands wet and add the JE Hand Wash and then a dollop of Salt Scrub. Allow them to rub both products at the same time into their hands. People love this and it feels very good. They often ask if they need to remove rings. They only need to remove soft stones or pearls.



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Once scrubbed rinse their hands under warm water. Say “We call that the wow factor. Imaging your legs and feet scrubbed too.” Have them pat dry with paper towels you brought with you and then throw the used towel away. Give them some Shea Butter to rub into their own hands and invite them to grab some snacks and join the other guests.

Your meet and greet should engage people and pull them in. It also develops likeability. It should make them think, “She’s a really nice person” or “I think is going to be a lot of fun.” If they think you’re nice, they’ll like you. And if they like you, they’re more likely to introduce you to their group of friends.

- **Opening Talk**

The opening talk is one of the most significant and important parts of having a successful party. It’s where you create first impressions and you have the guests’ full and undivided attention. Your opening talk shouldn’t take very long – only a few minutes. You are giving the guests an overview of the evening and telling them what to expect and what’s in it for them.

This is a part of your script you will want to memorize.

You might say something like,

*“Hi my name is Jessica! Quick show of hands, who has been to a Jordan Essentials Spa and Wellness party before? Great!*

*Well you’re in for a real treat because I have a wide variety of products to share with you this evening that are safe and healthy for everyone in your family.*

*I have a little something for everyone depending on your needs and budget. You’re going to fall in love with so many of our products tonight that your biggest challenge this evening is going to be what to choose. If you find you’re unable to get everything you want, which we often find is the case, then you will want to host a Spa and Wellness Party of your own with your friends.*

*We really appreciate our hosts and we like to treat them to a very generous shopping spree of free and discounted items, as well as a fun night out with friends.*

*As you watch me do the party this evening, you’ll find it’s very fun and simple. If any of you are looking to start a new journey and add an extra stream of income to your family household, then I would be happy to send you home with some information about this amazing opportunity. With that I would like to thank Stephanie for having me in her home and I would like to thank each and every one of you for coming. Now I would like to introduce you to do the wonderful world of Jordan Essentials.”*



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## **Your Party Presentation**

First and foremost, try to keep it short and simple, 20 - 30 minutes will be ideal. People come to parties because they want to shop and socialize. We need to give them time to do both! Your starter kit has the primary products you can talk about. Your catalog is divided into sections. Choose only a few in each section that you love and have strong stories and feelings about.

The primary objection of your presentation is to create desire. If you create desire for the products, you will generate sales. If you create desire for your party, you will generate bookings. And if you create desire for your business, you will generate sponsoring leads.

You will also want to focus on the benefits of our products, instead of focusing on the details. Talk about the benefits of using quality, natural products and how Jordan Essentials will give them results they desire, without the need of additional chemicals.

It's also a great idea to show our items in sets and collections. All Jordan Essentials collections have a deep discount and savings. This will increase your party average, as your customers will purchase more than one product for greater satisfaction in their skin care and JE experience.

You have a variety of hot sheets or product fliers. Focus on those and the benefits of the products as well. Many people feel like they need to know all the JE products before they begin. If someone asks you a question you can feel free to say "Let me write that down and get back to you. I am new and I do not know but I have lots of support to find out."

And lastly, you will want to weave in testimonials while showing our products. So be sure to always write down and record ones you receive from your customers.

When you share testimonials, it makes your presentation more powerful and more believable.

- **The Booking Talk**

Your booking talk is another portion of the script you will want to have memorized.

Throughout your presentation, you will plant booking seeds by saying things like, *"This is one of our most popular products that hosts choose as their half-priced item."*

But once the presentation portion is wrapping up, you will want to deliver an effective booking talk.

It might go something like,

*"Ladies, I'm sure you've all had a wonderful time this evening and you might not have been able to get everything you would like. You might be thinking that a shopping spree sure sounds nice. Well let me tell you how fun and*



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*easy it is to host a spa and wellness party with your friends. They're going to love you for hosting a girls' night while introducing them to the finest products in spa and wellness. I will do most of the work, all you have to do is get some friends together and have a fun night socializing and shopping. So honestly, why in the world wouldn't you want to have your own party? That's why I'm encouraging each and every one of you to say yes, and I'll work with you on a date that's suitable for your schedule."*

- **The Sponsoring Talk**

Your sponsoring talk should be short and sweet. You don't want to push people; rather you want to show them what the business could do for them.

You can say something like,

*"Ladies you've seen me do the party this evening and you've been able to see how easy it is. You're probably thinking that an additional \$600 per month sure would be great. Well let me tell you how easy it is to get started with Jordan Essentials.*

*You can join the company with our \$99 kit or \$149. When you do this, you will be able to start earning income right away.*

*If you or someone you know is interested in taking advantage of this opportunity or would like to learn more, let me know and I will send you home with an information packet."*

Never skip this part! It only takes about 30 seconds and that is 30 seconds to change someone's life.

Also be sure to focus on finding leads, not new team members. You don't want to overwhelm anyone with too much information or details. Instead, send them home with an opportunity packet and follow-up with them within 48 hours.

- **Full Service Check-Out**

Once your guests have had a chance to come up to the table and go through the catalog as well as find out about any of our specials, you will want to begin the checkout process.

If they don't have their order form filled out, begin by helping them do so. Then be sure to review their products. Are they missing anything? Are they getting the best deal? Are they missing any products that would make their experience more enjoyable? Are they eligible or close to the \$50 for \$5 Customer Special? This not only generates additional sales for you, it provides exceptional customer care. Your customers will thank you for it!

Once you have finished totalling up the order, compliment her on her purchase and offer her the opportunity to book a party with her friends or learn more about joining Jordan Essentials.