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Training 101 - Hostess Information Packet

"Having the right tools in direct sales is essential to being successful!"

The most important thing you can do in your direct sales business is hostess coach. Many consultants, however, don't have the tools necessary to effectively accomplish this task. They have great catalogs, essential order forms, and a few colorful pamphlets on their company's benefit programs, but that's about it. We have solved this problem for you! Welcome to the world of the Hostess Information Packet. You will be amazed at it's benefits!!

Top ten reasons you should use our Hostess Information Packet:

- 1. You have already wasted enough time trying to create your own.**
- 2. Ours are fun to use and easy to understand.**
- 3. They have pretty pictures.**
- 4. They fit easily into your hostess folder.**
- 5. You don't have to staple the pages together.**
- 6. All the other successful consultants are using them.**
- 7. They represent the latest in fashion and accessory trends.**
- 8. Others have tried to recreate it, but they aren't as good as ours.**
- 9. It's recyclable**
- 10. They are cheap to buy, but priceless to your business.**

The hostess information packet was created out of a desperate need to effectively convey to my hostesses in an easy and fun to read format, the essential steps needed to have a successful show. I found, more recently, when talking with consultants in different companies, that they were given many different pieces of paper to photocopy in different colors and give to the hostess, or they were making their own information sheets and agonizing over why they weren't being successful in their business. I have been a hostess before, as many of us have, and I have received a folder filled with pieces of paper that were meant to tell me how to have a successful party, and I NEVER read any of them for lack of interest.

I implore you, if your company doesn't already have a hostess packet, or if you prefer ours, please, utilize our packets. They are extremely affordable at less than .30 cents a party, and are fun and easy to use! I have many consultants tell me how they have seen such an improvement in their party booking and sales averages. And you should see the frenzy when we take one of them offline because we are temporarily out of stock. I used them when I was a consultant, and I love them; it has been copied, yet not improved. Need I say more? Now, on to training...

Our packet is designed to be fun, effective, and straight to the point, without being bossy or overbearing. We take great care in the use of our verbiage to teach, with out stepping on your toes. The front side of the hostess packet is meant to remind your hostess of the upcoming date, time and contact information surrounding the party. It thanks your hostess for opening her home, and encourages her to get excited about her party, as well as it also leaves some space for you to write a little personal message to her. Simple enough.

The inside left page is what I call the meat of the packet. It goes over everything the hostess needs to know to have a successful show in 4 easy steps. First, Invite the guests, with a goal of 10-15 attendees. Second, to share the excitement about the upcoming event. Excitement is contagious! Next, it

tells her to share the catalog with anyone that can't make it, as well as prompts her to collect advanced orders prior to the show. Finally, it tells her to encourage her friends and family to book a party of their own, increasing her benefits, and thereby resulting in your business becoming more successful.

Also on that page, it has an advanced order form, so that you have all the information about the advanced orders in one easy to find location. You may have your customers that order before the party fill out one of your order forms, however, I always found that many of my customer didn't know how to fill it out, how much shipping and handling to charge, and it would never fail, I would always get at least one advanced order on a scrap of paper with just a products name and page number. This makes it easy and convenient.

The inside right page has her guest planner for use if you don't want to use our [two-part guest list forms](#). It is easy to use, and includes an area for her e-mail address. (Side note: I always recommend you have your hostess collect the e-mail address of her friends and family. That way, after the party, you can send a quick e-mail to those that didn't attend and ask if they would like to be on your newsletter list. Increases your visibility to them, and your business success.) This page also has an area that reminds your hostess of important events in a simple bullet statements like:

- Call to invite your guests.
- Send out all 40 reminder cards about 10 days

One of our customer comments regarding the Hostess Information Packet:

"I LOVE IT!!! They will make my life so much easier, I don't have to mess with all the extra paper, or come up with one on my own. I am proud to share this with my hostesses. I am eager to see what you will come up with next.

Thank you for helping to make my business a success."

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before your party, which would be:

- Make reminder phone call and send your reminder e-mails about two days before your party, which would be:

- Keep it simple!
- Relax and HAVE FUN!

This page also has an area that jogs her memory of who to invite. So many times, I would have a hostess tell me that they don't have 40 friends to invite. But I sat down with this memory jogger and filled out my guest list, and even I came up with 40 names. It is fabulous and really works!

And finally on this page, it has an area to let your hostess know what sort of payment you accept. We have them all listed with a check box next to each one. That way you can simply check the boxes that your company accepts. They are Cash, Check, Mastercard, Visa, American Express, and Discover.

The back page is the most exciting!! It encourages your hostess to fill out her wish list. Make sure you remind her to do that before the party. That way you will be able to let her know about how much in show sales she will need in order to earn everything on the list. This makes it much more real for her, and gives her a clear goal.

Also on this page, it has an area that is many times overlooked or under utilized, however, is a vital tool in boosting your party sales, and helping your hostess understand how easy it is for her to reach the next reward level. Here's how it goes. Fill out the first line with the total amount of sales the party has collected up to close of the evening including any advanced orders. Now, if your company uses a sliding percentage scale based on the total sales, multiply that number by the corresponding percentage and place on the corresponding lines. Depending on the Hostess information packet that you use, this area may look different. If you have the one that doesn't specify if it is a percentage, or a set amount, you will need to write that in. I have made this area general on some of the packets so not to speci-

fy a particular benefit structure.

Next, if your company offers any additional rewards, whether it is 1/2 price bonuses, specially discounted merchandise for the hostess, or something else, use the area marked 'Additional Rewards' to let your hostess know what she has earned so far. Now comes the exciting part. Many times I would have a party come very close to hitting the next hostess benefit level, but just not make it, and the hostess wants to give up, and not try to get any more post party orders. Therefore, you would use the next box. Let's say Mary, the hostess, was only \$150 away from hitting the next hostess rewards level. I would write down in the next box, the information corresponding to that level, say she is at \$450 but if she gets to \$600, she would get to the next level. I would write in \$600 on the first line, and then the corresponding reward earnings on the following lines. As well, I would write in the Additional Rewards she would earn, if any.

Now here comes the tricky part. In order to show my hostess how easy it really is to get those post-party orders, I would always break it out in a per person average. Let's say 10 orders were taken at the party and she has an additional 5 advanced orders for a total of 15 orders. The party total at the end of the evening, including advanced orders is \$450. Take \$450 divided by 15, and you get an average order of \$30 per person. Now take \$150, the amount needed to get to the next level, and divide that by the \$30 average. That comes out to be 5 additional orders that she needs to make her goal. Now go to the guest list, and cross off all the guests that have already placed an order. You are left usually with over half that either didn't place an order, or weren't able to come, and haven't seen the catalog. Usually this is about 15 -20 people. Let your hostess know, that with a little extra effort in contacting those guests to find out if they wanted to see a catalog and place an order, she can easily get to the next level or better!

It never failed, when I took the time

to show my hostesses exactly where they are in the benefit structure, the average order per customer, and the small number of orders she would need to get to the next level, more likely than not, she would get those extra orders, and then some. And most importantly, she was successful in getting the items on her wish list, and she will most likely be a lifelong hostess.

Finally on the back page is an opportunity statement. Your hostess will always be your number one prospect to join your team. Some consultants, however, are nervous to ask their hostess if they have considered a business opportunity. This is a simple, non-obtrusive, thought provoking statement, that gets them thinking about starting a business with your company. All you have to do is point out the area, and simply let her know that if she is interested in getting some information about a business opportunity, you would be happy to give her some. (Even better, perhaps you already have some included in your hostess packet that you can refer her to.)

When utilized properly, and entirely, the Hostess Information Packet will become one of the most useful tools you use, and a lifeline to your business. With thousands of consultants using them with successful outcomes, this by far, is our number one tool that we offer to our customers, and the number one requested product to be developed for the different industries.

Don't forget, you can customize your hostess packet with our hostess packet inserts. Go to www.businessenhancements.com and click on your industry, then on hostess packets. You will see inserts available for the packets that have specific benefits based on consultant requests. Find the one that fits your company benefits and fill in the top area to customize it to your company. If you don't see one available for your benefits package, let us know. We would be happy to create one for you. You can use the backside of the free download to promote your specials, hostess incentives, recipes, decorating tips, or whatever you would like.