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Training 101 - Hostess and Guest Folders

"I can't find my hostess folder under all the paperwork on my counter..."

- Actual Hostess

Do you ever feel like you need to be more organized when it comes to creating hostess packets, and customer party folders. Want to put a little spice into your packets all the while making them work for you in a more dynamic way. Tired of trying to coach your hostess, only to have her say that she can't find the information that you gave to her? Afraid of being too pushy with booking parties, or planting that recruiting seed? Have we got the product for YOU! It does all of this and more!

Top 10 reasons you should use our Hostess and Customer Presentation folders.

1. They help you book more parties.
2. They are great for hostess coaching.
3. They are super colorful, and trendy.
4. They are totally reusable.
5. You can customize the folder for each party without having to write on the actual folder.
6. They help to recruit more team members by planting the seed with our enticing tag-lines on the back of the folder.
7. They hold all of your information and help to keep it organized.
8. They encourage repeat customers by having an area specifically for the VIP card.
9. They are sturdy, strong and are virtually indestructible. Well almost.
10. They have been created to be totally fashionable informational, exciting, and exceptionally SWEET!

Almost every consultant out there uses either folders or envelopes to hold all of the information that they give to their hostesses and customers; if they are lucky, these items are provided to them from their company. The consultants who don't have them provided need to realize the importance of using professionally designed presentation folders specifically created for hostess and customers. Plain folders or even 'pretty' folders that have been bought from the office supply store are very generic and not at all informative. The presentation folders that have been created by Business Enhancements® Inc. will help you be more successful in coaching your hostess, booking more parties, recruiting more team members, and looking more professional. And all at the same time.

We have designed our presentation folders to be fun, very informative, fashion forward, trendy, and memorable. On the front of our hostess folder, we have added easy to read, bullet-type hostess coaching information such as "Remember: 1 in 3 guests attend! So 50 guests ensures success, and have them bring a friend," also "Gather outside orders to increase benefits" to name just a couple. Our customer folder encourages your customers to book a party by detailing the various benefits of booking. On the inside we have an area to customize the folder without compromising the reusability of it. Both inside pockets have business card cutouts, and we have designed a card with areas to input your party information such as time, date, location, closing date, etc - that fits in this area. That way, when the party closes, you can reuse the folder by taking out the old information card and replacing it with a new one. As well, in the customer folder, this area has been created to hold one of our VIP cards. We have designed one specifically for this folder with the same look and feel, however, we have several different designs to choose from on our website. Not only does this removable VIP feature make the catalog reusable, but it also encourages repeat customers and outside orders.



(See Training 101- VIP cards) Both the customer folder and the hostess folder have an area on the opposite inside pocket for your business card. On the back of each folder there is information about the benefits about becoming a consultant, and great recruiting messages to help plant that seed.

Folders are essential in keeping your hostess and customer information organized and handy. The more times you can plant that seed of booking a party, becoming a team member, or simply making their reminder calls, the more efficient and successful your business will be. Our fun, trendy, and informative presentation folders will help you accomplish these goals. They will help your hostesses find important party information quickly amongst the paperwork of their daily lives, and your customer information will be kept together and organized. It is an affordable alternative to the boring folders bought at office supply stores that are easily lost and are totally forgettable. Create a more exciting information packet that will entice your hostesses and customers to open them up and see for themselves just how exciting your products, company, and parties are.