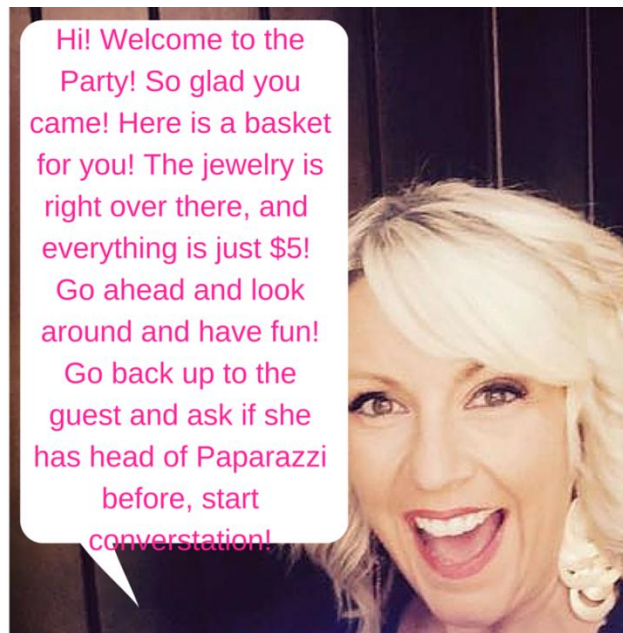


HOW TO BOOK A PARTY

Booking a party starts as soon as you welcome your guest at the door! You immediately start to bond with your host and guests! Help the host answer the door and saying this verbiage!" Hi my name is _____! Welcome to the party, so glad you came! Hand them a basket and say here is a basket for you! The jewelry is right over there, and everything is just \$5!!" "Go ahead and look around and have fun!"

Give her a minute or two to look around ask her if she has heard of Paparazzi to start a conversation!



How to start a conversation:

Starting a conversation will help you book a party later in the party! Compliment her purse!

"Your purse is so cute, where did you get it?"

"Your shoes are so cute, where did you get them?"

You want to have a positive party attitude and get to know your guests. Think about it, if you develop a rapport with them, when you ask them to have a party at checkout, it will be less awkward because you have taken a little bit of time to get to know them.

When I had a home party, it was really busy. It was hard for me to talk to everyone. Those that I did talk to, booked a party more than the people I didn't have a chance to talk to!

****Talk to your guests and have fun with them!! Be yourself! You are awesome!****



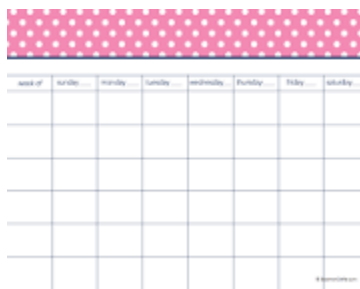
TURN ON SOME FUN UP BEAT MUSIC!

Have the host turn on some fun up-beat music!!! If you have a phone, get some small speakers for \$5 at walmart that can plug into your phone, turn it on pandora or any fun tunes you have!! It is proven that people will buy more with good music!!



What kind of calendar should you have and where should you put it at your party? A big desk top calendar! Put it by your cash box!

Why? It is good to show your customers you would love to have a party with them! Use the calendar to help you book parties!



Incorrect verbiage to book a party vs. CORRECT verbiage to use!

Incorrect-Do you want to host a party? Are you interested in hosting a party?

They will say no, you need to let them know the benefits of hosting. Do them the favor of having a party for them, they get free jewelry for hosting! Don't have it be they are doing a favor for you! :)

Don't ask yes or no questions!

Correct tried and true verbiage I have used for 5 years!!!

Say this with your calendar right by you!! So you can point to the dates!!

"I am doing something so fun tonight!! If you book a party, you get 2 free pieces of jewelry, just for hosting and 1 free for every ten sold! My hosts have earned 5 to 15 pieces free before!! I have April 24 or May 1 open, which day is better for you?"

Always offer them 2 choices instead of them having to choose a day from the whole calendar. That is too overwhelming and they will say they want to get back to you.

It is easier to set the date right on the spot!!



I have found and have had more success booking on the spot, rather than getting the information from a drawing with a drawing slip. Which is perfectly fine to do :) You can do it how you want, this is just my experience :)

When you call the customer back and book a party after the party is over, the excitement is down and it is harder to book. That is why I recommend book during the party at checkout because everyone is having fun and they want to have the same fun Paparazzi Jewelry Party at their house!!!

When do you ask the customer to have a party?? AT CHECKOUT!! When you are handing them the pink paparazzi shopping bag!! Use the verbiage I have for you in the previous post and ask ask ask!!! 2 out of every 10 guests will book!!

