



Unforgettable Scents

“Leading the Wise to Wealth”

Call: 703-730-5809

The Guide to Home Party Success

Congratulations on your decision to learn more about the Home Party segment of our business. By scheduling home parties you are scheduling your paydays.

Hosts and Hostesses hold parties for a variety of reasons. Some want to earn free product, some want a fun way to get together with friends and family, and some want the opportunity to check out the products or the business on a more personal level. But one thing is for certain – they all want to have fun!

The Home Party Overview

1. Get the Booking
2. Coaching your Host or Hostess
3. Mailing or Emailing your Invitations
4. Party Preparation
5. Having the Party
6. Closing the Party
7. Following up with your Host or Hostess
8. Following up with your Guests

Getting the Booking

In order to have a party you must have a Host or Hostess. So where do you find people who are not only willing to have a party but want to have a party. Think about the people you know, the people you encounter everyday, and those who you have been meaning to get back in touch with. To help you think of people to contact, take a couple of minutes to make up your own list of contacts.

Friends – People you have fun with, people you work with, people on your holiday list

_____	_____
_____	_____
_____	_____
_____	_____

Relatives – Your immediate family, your in-laws, your long lost cousin

_____	_____
_____	_____
_____	_____

Neighbors – Current and former neighbors, Association Members

Kids – Teachers, Friends Parents, Sports Team Parents, Activity Parents

Acquaintances – Bank Teller, Hair Stylist, Real Estate Agent, Health Club Staff

Now that you have made your contact list, set a goal about how many calls you plan on making each day, each week and each month. Keep that appointment with yourself and watch your business grow!

When you are ready to start making your calls, find a comfortable, quiet location so that you will be able to focus on the potential Host or Hostess.

Keep your call simple!

1. Introduce yourself
2. Ask if this is a good time to talk
 - a. If it is not a good time, ask when a good time to call back would be.
3. Explain why you are calling (What's in it for THEM)
 - a. New Business (keep it brief)
 - b. Benefits of having a home party (See Host/Hostess Plan Options)
4. Ask if they are willing to have a home party
5.
 - a. Set a Date and Time for the party
 - b. Let them know you will be sending them a Host/Hostess packet in the mail
 - c. If they are not willing now ask when you can call back again
6. Ask if they know anyone who might be interested in having a party

Coaching your Host or Hostess

Coaching your Host or Hostess will ensure that both you and your Host or Hostess have a successful party. By providing some coaching, you are likely to increase your show attendance, cut down on cancellations and have a happy Host or Hostess because you have been able to show them a successful show. Even for those Hosts or Hostesses who you believe have a good idea about how to throw a great party, still consider it your responsibility to yourself and your Host or Hostess to provide some coaching.

If the party is scheduled for more than a month away, let the Host or Hostess know that you will be contacting them about 4 weeks before their party. When you make that contact, you will want to say something like, "I have you down for Wed. March 31st at 7:00pm I just want to make sure I have your address correct." By keeping the conversation positive and focused on having the party, you are not inadvertently giving the Host or Hostess permission to cancel the party. If they have not already been given a Host or Hostess packet, you will want to mail one right away so your Host or Hostess has time to prepare the Guest list.

So what do you need to coach them about? Just a few simple things.

1. Find out what the Host or Hostess wants out of the show.
 - a. Are they only interested in "free stuff"?
 - b. Do they only want a small get together?
 - c. Do they want to see how the business really works?

By knowing their goal you will be able to coach them toward a successful show. If you have a Host or Hostess who only wants "free stuff" then the higher the show sales total the more free stuff they will get. So encouraging them to invite 40 or more guests and getting outside orders will help achieve this goal. 40 Guests! Typically one-quarter to one-third of the guests invited will come to the party so if your Host or Hostess has only invited 10 guests you are likely to have a small party.

If they are only interested in a small gathering, that's fine but make sure they understand the Host/Hostess program so they won't be disappointed if they don't get as much "free stuff" as they had hoped for.

If they are interested in seeing how the business really works, invite them to watch what you do and pay attention to how easy your "job" is. Ask the Host or Hostess if you can tell his or her friends about the possibility of them starting their own business and help getting bookings for that person right away.

2. Get a Guest List

Just as you prepared a list of contacts, your Host or Hostess may also need help thinking about who they can invite. Help them remember "long lost friends" and people they have been meaning to contact.

Set a firm date with your Host or Hostess about when you will need the guest list. You can also decide if your Host or Hostess wants invitations mailed or would prefer email invitations. Either way you will need the names and contact information for each guest in a timely manner – preferably 2-3 weeks before the party date.

Let the Host or Hostess know when the invitations have been sent so he or she can expect RSVPs.

3. Remind the Guests of the Party

People get busy. Often a quick reminder, preferably by phone and personally from the Host or Hostess will remind guests of the party. This also gives the Host or Hostess the opportunity to get outside orders if the person says they will not be able to make it to the party.

4. Talk about Refreshments

Hosts and Hostesses often report that this is the most stressful part of having a party. Remind them to keep it simple. No guest expects a 4 course meal on fine china. And you don't want the guests to think you have the expectation of elaborate refreshments or they won't want to have a party with you! And by keeping it simple your Host or Hostess is more likely to enjoy the party rather than be worried about the food and drink.

5. Pre-Party Coaching

You will want to find out from the Host or Hostess how many people he or she is expecting. You will also want to know if they have a table or area that you will be able to set your products or if you will need to provide your own table. Finally, let the Host or Hostess know that you will plan on arriving to the party about 30 minutes ahead of the party time.

Mailing or Emailing your Invitations

You have received the guest list and are ready to prepare the invitations. It is to your advantage to handle the invitations as you will know that they were sent out in a timely manner. Whether you decide (with the Host or Hostess) to mail the invitations or to email the invitations, they should be sent approximately 10 days in advance of the party.

If you are mailing invitations, you should include an invitation to the Host or Hostess so that they know exactly what the invitation says and they know they have been sent. Scent-Sations offers beautiful postcard invitations that are available online.

If you are using an email invitation program like www.Evite.com, you should include an invitation to both your Host or Hostess and yourself. This will allow you to track the responses so you will know how many people are planning on attending.

Party Preparation

You have booked the party. You have coached your Host or Hostess and you have sent the invitations. It is time to get ready for the party. Being prepared will help you feel at ease and allow you and your Host or Hostess to have a more successful party.

While you can choose what you want to bring to the party, remember to keep it simple. If you are carrying several boxes into your Hosts or Hostesses home you will overwhelm them and any guests who see the amount of items you have brought. You should make it a habit to make no more than 2 trips to your car. Any more than 2 trips and you are bringing too much stuff.

So what should you bring? Here's the 2 box limit:

1. Catalogs (preferable 1 for each guest with a couple extra for last minute guests)
2. Order Forms
3. Door Prize Slips
4. Prepared Host/Hostess Packets (3) (See Host/Hostess Packet)
5. Candle Care Tips
6. Pens
7. Calculator
8. Your Calendar (for bookings)
9. Tablecloth or something to protect the Hosts/Hostesses furniture
10. Lighter
11. Small Door Prize Gift (if offering one)
12. Small Host/Hostess Gift (if offering one)
13. A Small Sampling of Products
14. Scent Samples
15. Change if accepting Cash as payment

While most of the items are easy to figure out, there are always questions about how much product should you bring? You do NOT need to bring every Jar, Pillar, Soap, Votive, etc. that you have in your household. A sampling of products will allow the guests to experience the quality without being overwhelmed by a roomful of product. If you have scent samples it is helpful to bring them but again, it is not mandatory that you have a sample of each and every scent available. If you MUST bring all your products or you will feel empty handed, leave the majority of them in the car. You can always run out to the car to get a scent if someone MUST smell it now. Chances are good you will not have all the scents that the guests want to order on hand anyway so keep it simple.

While we can offer cash and carry, most home party plans require that the guest pay for their ordered product and wait about 3 weeks for delivery. So if you don't have the particular scent on hand, most guests will be very understanding about waiting for their order to arrive.

Some distributors choose to provide an organized package to their guests. You can do this by purchasing inexpensive school folders and placing a catalog, pen, door prize slip, order form and candle care tips in the folder. It also makes it easy to hand the materials out to guests rather than handing the items out one at a time.

Finally, spend some time on your appearance. You are the only representative of YOUR business and so look like the business professional that you are. Business casual clothing is perfect for shows.

Having the Party

You have arrived at the Hosts or Hostesses home 30 minutes early. You have set up your simple display and are ready to start the party.

As the guests begin to arrive, help your Host or Hostess (if needed) by greeting Guests at the door as they arrive. Help them feel comfortable by introducing them to other Guests. The more you can keep the Host or Hostess and the Guests involved in the party by making it fun and interesting, the greater the likelihood there will be additional bookings and repeat customers.

The actual party consists of really only a few steps:

1. Starting the Show
 - a. Thank your Host or Hostess for having a night out for everyone
 - b. Introduce yourself
 - c. Welcome your Guests
 - d. Ask who's at their first Scent-Sations (Mia Bella) party
 - e. Get Guests involved by having an ice-breaker (See separate handout)
2. Talk about the quality and care of our products
 - a. Inform Guests of the Products available (Jars, Pillars, Soaps, etc.)
 - b. Share the benefits of Cleaner Burning Candles
 - i. Clean burning
 - ii. Cotton Wicks
 - iii. Fragrance and color throughout the candle
 - iv. Triple Scented
 - v. Virtually soot free
 - vi. Natural Wax
 - c. Review candle care and safety (see full list handout)
 - i. Have Guests provide their ideas for candle care and safety
 - ii. Trim the wick to ¼ inch
 - iii. Burn in a draft free area
 - iv. Always snuff your candles to prevent spraying
 - v. Do not leave burning candles unattended
 - vi. Getting wax out of votive holders
 - d. Talk about Fragrances

- i. Triple Scented
 - ii. Very realistic
 - iii. New scent EVERY MONTH
 - iv. Samples available for smelling
 - e. Excellent for personal use or to have on hand for gift giving.
- 3. Talk about your Host/Hostess Program (See Host/Hostess Program Options)
 - a. Create Interest and Desire for Guests to book their own show
 - a. Benefits for Host/Hostess (Bella bucks, amount of “free stuff”)
 - b. Any Host/Hostess specials you are offering
 - c. Any Incentives you offer for getting additional bookings
- 4. Demonstrate your products
 - a. Candles
 - i. Have scent samples available
 - ii. Show various types of candles available
 - iii. Show a jar that has burned ½ way down to demonstrate how clean they burn
 - iv. Show the ease of using the Mia Melt Warmer
 - b. Bath and Body Products
 - i. Have the Guests use the Hand or Body Soap
 - ii. Talk about the benefits of these cleansing products.
 - c. Demonstrate the various ways to use the candles to create desire
 - i. Show how the candles can be arranged in an attractive display
 - ii. Show how the candles can be easily placed to enhance the atmosphere in a room
 - d. Offer decorating ideas
 - i. There is more visual interest in items placed in odd numbers. Even numbers suggest formality.
 - ii. There is more visual interest if items are varying heights. Use a taller pillar with a votive holder or two at different heights.
 - iii. Show how something as simple as a mirrored coaster can add a lot to a simple candle setting.
 - iv. Place artificial flowers or greenery around a jar candle to create a simple centerpiece.
- 5. Provide information about Candle of the Month
 - a. Even if you have no desire to build a team, there will be a time when a Host, Hostess or Guest will ask you about the business and how to get started.
 - b. Be able to give information about the cost, the benefits and the potential income to those who are interested.
- 6. Wrapping up the Show
 - a. Pass out your Guest packets or if you don’t use packets pass out catalogs, order forms and pens.
 - b. Hand out Door Prize Slips
 - i. Go through each of the questions with your Guests

- ii. Consider offering the Door Prize to only those Guests who have completely filled out the Door Prize Slip.
- c. Explain purchase options
 - i. Cash and Carry items available
 - ii. Ordering options
- d. Provide Guests with Information
 - i. Approximate date that items will be delivered to the Host/Hostess if not delivering personally
 - ii. Accepted payment methods (cash, check, credit cards)
 - iii. Inform Guests of Items that are not currently available
 - iv. Inform Guests you are here to answer any questions they have and help them with their orders.
- e. Invite the Guests to Shop
 - i. Provide whatever scent samples you have brought for Guests to smell
 - ii. Inform Guests you will be coming to collect the Door Prize Slips
- f. While Guests are deciding on their orders, look at the Door Prize Slips for Guests who have said they are interested in having a party.
 - i. Talk to each Guest who wants a party.
 - ii. Set a party date
 - iii. Provide the Guest with a Host/Hostess packet to bring home
 - iv. Inform the Guest you will call them in the next couple of days to discuss the party.
- g. Have the Host or Hostess pick the winning Door Prize Slip
 - i. Announce the winner
 - ii. Provide the winner with his or her prize.
- h. Help the Guests finalize their orders
 - i. Help Guests calculate costs including shipping and tax
 - ii. Collect payment for items.
 - iii. Ask each Guest, regardless of their Door Prize Slip, if they would be interested in having a home party.
 - iv. If building a team, ask each Guest if they would like more information about Starting their own Home Based Candle business.

While these are the tasks that you should accomplish at all of your parties, there are many ways to present your information. By making your party fun with ice-breakers and games, your Host or Hostess and Guests will have an enjoyable night and you will feel satisfied that you provided people with valuable information in an entertaining manner. It is a party after all and nobody wants to sit through a long boring lecture about ...blah, blah, blah. You get the idea! The handout on Ice-Breakers and Games should provide you with some options to make your party exciting.

Closing the Party

Making sure that your Host or Hostess and his or her Guests had a great time is important. But making sure they receive the product they ordered in a timely manner is equally important.

You and the Host or Hostess should decide when to close the party before the night of the actual party. While it is best to close your party on the night of the show, that is not always possible. However, you should make it a standard practice to close the party within a few days of the party so that Guests will receive their orders quickly. If for some reason you can't close the party within a few days, the Guests should be called to let them know there will be a slight delay.

Make sure you provide the Host or Hostess with the total show sales and a summary of his or her Host/Hostess benefits. The Host or Hostess should select their free or discounted gifts at the time of closing so that you can make sure you include those items in the order.

Finally, let the Host or Hostess know that you will be sending them a summary which will include a list of who ordered which products to help them disperse the products.

Following up with the Host or Hostess

Making sure your Host or Hostess has a positive experience before, during AND after the party will lead to a positive business relationship that is likely to continue over time.

After the show has been closed, you will need to submit an order for any products that you did not have as cash and carry. Since the Host or Hostess and Guests are patiently awaiting their new products, you will want to place an order immediately. If Guests are made to wait they will assume there is a problem with the company or you and will be unlikely to continue working with you.

You may choose to have the order "drop shipped" to the Host or Hostess if all the product being delivered is part of the party order. If there are items within your order that are not directly related to the party order, then you will want to have them delivered to your home and then you can deliver the party products to the Host's or Hostess' home.

As soon as you have placed your order, you will want to send a thank you letter to the Host or Hostess. Along with this letter you will want to include a summary sheet that includes a list of who ordered and which items they ordered. If possible, send a copy of the Guest's original order form so the Host or Hostess can give the copy to the Guest upon delivering the products.

Following up with your Guests

Once you have developed a relationship with a Guest through a home party, it is much easier to continue to grow your business by keeping in contact with former Guests than it is to search out new customers. But the responsibility falls on you to maintain that relationship. An easy way to do that is by making a quick and simple call to each Guest a couple of weeks after the party to make sure they received their product and to make sure they are happy with what they ordered.

Other ways to maintain that contact is by email, newsletters, postcards, sending a new sample...the list is endless really. You will want to be respectful of their time so if speaking with them directly, always start the conversation off with a simple, "is this a good time for me to tell you about the latest fragrance?" or something similar. If they respond it's not a good time, ask when a good time to call back would be.

By maintaining contact, you also have on-going opportunities to encourage the Guest to have their own home party or to provide them with business information if you are building a team.

Above all, follow through. If you go above and beyond what the Guest expects, you will have a happier customer – and most likely a repeat customer.

If you happen to be at a party and suddenly can't remember any of your tasks, just remember to PARTY!

P – Products – We have great ones and we love to share!

A – Attitude – With a great attitude we will meet challenges and achieve success

R – Resource – We are a great resource for our customers. We know our product, our company and our business (and maybe even a game or two!)

T – THEM – The party is all about Them! If we can make our Host or Hostess and our Guests happy we can have a thriving business.

Y – You – You are the key to your success. By continuing to learn and try new ideas, by working consistently, and by taking responsibility for your own success, you will find out what methods and styles work best for you. If you feel stuck, you have coaches in your upline who are more than willing to help.

Enjoy the PARTY!

THANK YOU FOR CHOOSING UNFORGETTABLE SCENTS!

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