



Unforgettable Scents

“Leading the Wise to Wealth”

Contact: 703-730-5809

Hostess Coaching:

I cannot express enough how important it is to coach your Hostesses. There will be those that have done parties before and take matters into their own hands and you have no worries. But more times than most, you will have to help them out a little bit, and that's okay. You want to have a successful party for them and in the mean time, you don't want to waste your time either.

If I schedule a party farther than a month away, I hand them my business card with the date and time of their party on the back and I tell them that I will call four weeks before their party. When I call at that time, I don't ask if it's still a good time to have the party because you will give them a reason to reschedule. What I say is, "I have you down for Wed. March 31 at 7p.m. I want to make sure I have your address correct." Then, the next day I send a packet out which includes the following:

Ten order forms - I print these out with credit card info on the bottom. I encourage doing some research to find a merchant if you intend to retail a lot of product. This will increase your sales.

Four to six brochures and business cards - The Hostess can pass these around and will help her when collecting orders. If a customer is living far away or can't make it to the party, the hostess can tell them to go to my website, look at the candles and pick what they want. They give the Hostess their order before the party which helps to close the party the same night, instead of having to wait for outside orders.

Candle scent list - I have every scent listed with a description of the scent. This helps the Hostess with outside orders.

Guest list - This helps the Hostess keep count on who ordered what and who paid.

Contact list - Sometimes Hostesses become "brain blocked", they can't think of who to ask other than family members, so I give her ideas. Like church members, coworkers/wives, people who have parties, etc. I give them enough contact ideas for 32 people and more.

Self addressed envelope and labels - I paper clip to the contact list a self addressed envelope and labels. The hostess fills out the labels with the guests names and addresses and sends them back to me two weeks before the party. I always send them out seven to ten days before the party. I choose to send the invites myself because I have done parties where no one showed up. It's a fact that one third of the guest invited actually show to the party. So always tell your Hostesses to OVER INVITE!

Two weeks before the party I then call the Hostess again and confirm the date and time as before and then I send them a thank you postcard from www.thebooster.com that has a place to put the date and time on the card with your name and phone number.

One week before the party I call again to confirm and send another post card that reminds the Hostess to call her guests to remind them of the party and to get a head count. I call one to two nights before the party to get the head count and the directions.

Following these few simple steps will help you achieve high paying parties for yourself and your Hostesses. If they are happy with the outcome, they will definitely book another party with you.

Here are some things to cover in your presentation -

1. Introduce yourself, and give a **brief** story. Tell why you chose to get involved with Mia Bella's Gourmet Candles. If it's to be home with your children, get involved with fundraisers, just because you love the candles, or a combination, let people know. You never know what it might trigger for them.
2. "Let me tell you just a little about our candles and other products while you enjoy their fragrance -
 - Soy/Veg candles are clean burning with no black sooty residue
 - They have a low melting point, which means they burn cool. This allows their **long lasting**, pleasant aromas to quickly scent the air.
 - They *use no petroleum-based paraffin*
 - The candles are available in many wonderful scents. As you'll soon smell
 - They really are the healthy alternative
3. Begin Passing around the candles, commenting on the double wick, triple scent, even burning. Pass around jars, if possible, because the smell is just more captivating.
4. Also, pass around order forms and the fragrance list (may be combined) and pens. Let them know what methods of payment you will accept. If you have candles on hand, mention which fragrances are available right then, and offer to order the rest. Set a deadline for orders to be turned in. Usually one week later. Follow up with your hostess to get additional orders before making the final order to the company.
5. Offer to answer any questions.
6. Optional (but recommended) - Mention the fundraising and home based business aspect of Mia Bella Soy Candles and ask if anyone knows of an organization that might want a high profit fundraiser. Know anyone who might like to carry the candle in a small, retail store? Know anyone who might be interested in a home business? Give your business card to each person, so they can contact you later, too.
7. Ask if anyone is interested in hosting a party. Mention Office Parties, too!
8. Present your hostess with her gift(s) and Thank her for her hospitality.
9. Thank each guest and try to remember their name. Makes a good impression.

THANK YOU FOR CHOOSING UNFORGETTABLE SCENTS!

Website: www.Unforgettable-Scents.com

Fundraising Website: www.ProfitWithFundraising.com

Contact: (703) 730-5809