

Full Circle Open House

Purpose: Customer Appreciation: To "Thank" my Customers / To have Fun, Bond and to Work Full Circle: Layer Recruiting, Introduce New Products, Book Follow-up Coffees / Fund Raisers / Book Classes / Train New Consultants / SELL!



1. Set date: October / Early November December (for men)
2. Invitations are interesting, attractive, on great paper with personal note.
3. Send out 10-14 days in advance if a 3-day event. 1 day, give 2 weeks.
4. Must call everyone 3-4 days before to personally invite.
5. Offer discount on invitation. Very important! Give 10% when skin care order is called in my a certain date (approx. 2 days before). This does several things:
 - A. Almost everyone calls with his or her order! They now look forward to this "special". It is for your customers only!
 - B. If they do not call, call them, asking them if they want their discount...and how much you are looking forward to seeing them! This is their personal invitation.
 - C. Now you know who is coming and when! You can even schedule special times for those who will need extra help, foundation change, new lip color, etc.
 - D. This gives you a chance to up sell with their skin care items, handle their foundation, formula, and other issues that you do not have time for during an Open House.
 - E. I have all preorders and paper shopping bags lined up with tissue, alphabetized, their PCP gift, etc, and sales tag with the discount all figured.
6. I have shopping bags for each customer when she comes in.
7. Have a friends there to offer Satin Hands/handle food. Keep food simple.
8. Card tables are set up around my living room in categories. I use my book shelves for product as well.
 - A. Kids, teens, men, hand creams with bears/cups (have lots), color, body care, etc.
 - B. Various price groups are good too.
9. You can cover tables with fabric using boxes underneath so you have different levels. Try not to have flat surfaces. I have covered different sized boxes with holiday wrap and keep from year to year.
10. I use plastic frames as well as other unique frames to tell about the product....you can use pages from the Look Book.
11. I make sure that before she leaves, she fills out her "Wish List".
12. The Wish List has her "Santa's" name and number. I get her permission to contact her Santa to let him know her 'wishes'.
13. One Wish List will be drawn after all is over on Sunday. The winner will receive a Body Care Basket that I have on display valued around \$30.
14. Have recruiting packets and booking packets ready to give to prospects.
15. Call everyone who did not come and schedule an On The Go, a chance for her to drop by in the next couple of days to see your holiday ideas or to schedule her own Holiday Product Preview, etc.
16. Follow-up with all who came, by phone and note. Send everyone a thank you note done on the computer so you can merge names.
17. Follow-up on the phone for recruiting, book Product Previews, etc.
18. While you are waiting for people to arrive and no one is there, get on the phone and start calling to remind and invite!
19. Play instrumental music...not songs. Have FUN!

