

GRAND OPENINGS

By NSD Pat Campbell

First... book the Grand Opening the day you sign your agreement!

Create your guest list. Make copies of invitations and fill out.

Make sure you have 50 on your guest list to insure 15 showing up.

INVITATIONS:

Plan to have invitations received one week before Grand Opening

Place

Date

Time (just put start time, i.e. 7:00 pm)

Directions

Offer \$1.00 off each item purchased

Personalize each invitation with a note: "I'm counting on your being there... I need your support! — Niki (your name)"

Put invitations on bright colored paper and write note in contrasting ink.

CALL:

The week before the Grand Opening, call every guest!

FOLLOWUP SCRIPT:

"Hi Sally, this is Niki and I'm so excited about my Grand Opening on Thursday... Did you get my invitation? (wait for her response) I am working on refreshments this week and just need to know... Is this going to be a good time for you or a bad time for you... I really need your support... Can I count on you?"

(If she asks you how long the Grand Opening will be, tell her less than 2 hours. Don't put 7:00—9:00 on the invitation... just put 7:00; otherwise they will arrive at various times... You need them all there at 7:00, so don't put an end time on the invitation.)

If she is **UNABLE TO ATTEND** use this script:

"You know, Sally... to complete my training, I need to do 30 faces in 30 days... Can I use your pretty face?"

Set the time by saying... *"Let me tell you when my openings are... I have Monday or Thursday. Which would be better for you?"*

Call everyone that you sent an invitation to. You will most likely get a message machine for 2/3 of them.

Leave this message on their answering machine:

"Hi Sally, this is Niki and I am so excited about my Grand Opening on Thursday. Hope you got my invitation because I'm counting on you being there. I REALLY need your support. I'm a little nervous and would feel so much better if you would be there to support me. Just call me if you can't come, otherwise I will assume you can be here and I'll have an extra treat for you!"

Keep refreshments light... coffee and soft drinks, cake or cookies.

It is best to have 4 helpers. The new recruit should be free to observe and make appointments. 1) New recruit's only job is to book. 2) Director's job is to sell product recruit! 3) Recruiter's job is to fill orders (she may need to perform duties of a Director if the Director cannot attend). 4) Find a relative to serve refreshments.

THE GRAND OPENING: You should be set up one hour before guests arrive.

DISPLAY TABLE:

Satin Hands

Supplements

TimeWise

Velocity

All Body Care

Vitamins

Colognes (with samples)

Each of all the Eye Shadows (in display tray or place on top of the table to see)

Each of the Blushes (same as above)

Lipstick Samples (if you do not have the clear plastic tops for display)

Also, take your sample book of all colors.

Have ready for each guest:

Pen

Sales Ticket

Raffle ticket (if doing Chinese Auction)

MRS F CAB form

Special Events Flyer

Beauty Book

KITCHEN:

Refreshments

Satin Hands at sink

OTHER THINGS YOU WILL NEED AT TABLE:

Sales Tickets

Calculator

Pen

Beauty Books (don't distribute until end)

Appointment Book

Starter Kit on display with Ribbon (for ribbon cutting)

Recruiting info.

Prizes (to be used for drawing and/or Chinese Auction)

SET UP: Have chairs arranged in a circle.

AS THEY ARRIVE:

As guests arrive, the new consultant greets the guests and sends them to the Director who does Satin Hands in the kitchen. This builds a relationship between the Director and the guests before the G.O. begins. Most of the guests will dribble in within the first 15 minutes.

GRAND OPENING AGENDA

Introduce yourself and thank guests for their support.

SCRIPT:

“There are all kinds of support groups... weight loss, divorce, death & dying, etc. This is a fun one!! It’s a SUCCESS SUPPORT GROUP... because you’ll be helping Niki get off to a successful start.

This is a new adventure she is starting and so I can get to know you better, we’ll be going around the room and asking you to tell us: Your Name... How you know Niki... and one quality you feel Niki has that will make her successful in this business. Finish up with why YOU feel she would be successful (like dependable, reliable, hard worker, achiever, organized, etc.)”

Tell guests that we are going to play a little game. *“There are several major reasons someone starts a MK business... Let’s see who can figure out why Niki joined.”*

Facts: Our Marketing Plan is taught at Harvard Business School

Listed among 100 Best Companies to work for in America... Top 10 for Women... and the only Cosmetic Company

Over 12,000 career cars on the road today... worth over \$100 million

If they are working a J-O-B (journey of the broke) their success is totally dependent on their boss’s emotions. No job security.

Using the MRS F CAB, talk a little about each of the following:

M	=	Money
R	=	Recognition
S	=	Self-Esteem/Self-Improvement
F	=	Friends/Fun
C	=	Cars
A	=	Advancement
B	=	Be your own BOSS

Talk about some of the concerns they may have, such as:

Saturation - Not as long as we have little girls being born

Recession - 3 things that sell at recession time — booze, cigarettes & makeup

They know someone who quit - Do they know someone who quit high school?

It’s a pyramid - No, it’s Dual Marketing— all commissions are paid out of the company profits.

No Quotas

No Territories

Ask them to write down why they think Niki chose to start her business.

Then, ask them to circle the reasons that appeal to them. *“On a scale of 1 to 10, circle your level of interest in getting more information about the business.”*

Then Niki tells the group why she started her business.

Ask the group... *“How many of you got that right?”* (Give a hand cream sample or some small gift to everyone who guessed right.)

Ask those who put 6 thru 10, if they would stay a few minutes so that you can give them some information to take home. (Give them free gift if they stay.)

CLOSE: *“I appreciate all of you for being here to support Niki. It’s one thing to encourage her with your WORDS, but it’s another thing to BACK IT UP WITH YOUR ACTIONS.*

There are two ways you can support Niki with your actions:

1. *Purchase something tonight (\$1.00 off each item purchased—tonight only!) We know that you all need something or you wouldn’t have come. Your purchase will help Niki place her FIRST order (or finish Star Consultant, etc.). Whatever you purchase helps Niki not me.*

2. *Help her practice. She needs to put this on 30 faces in 30 days and she needs your pretty face! If each of you have 2 or 3 friends over, she’ll be done quickly. (Tell them about your “Special of the Month”, or discount incentive. (You might offer the freebie gift you got as a bonus.)*

Niki will have her appointment book, pick a time... (If they are unsure about a date, ask them to pencil in a tentative date and if it is not good, they can call and pick another date.) Remind them that it will be a lot easier for them to call HER than it would be for Niki to call ALL of them and we want to help her— not make it hard for her!

“If each of you would invite 2 people who are NOT here today, that would really help her business expand.”

“Niki wins a prize if everyone here tonight sets a date and time!”

OVERVIEW OF PRODUCTS:

Invite audience participation... *“Why do you think that we are #1?”*

Answers you are looking for are: Quality, Customer Service, Try before you buy, Cost 2-3 times less than major brands, Satisfaction Guarantee, etc.

Remind them that they all have a drawer full of “shopping mistakes” -emphasize MK’s \$ back guarantee.

As you describe each of the products on the table, hold them in your hand and pass them around. DO NOT demonstrate any products because it takes too long!

Ask each guest to write a “Wish List” on a Sales Ticket. Give them the price of each item as it is being passed around and ask them to write it in under the “Price” column. Then, describe each item, starting with TimeWise. Example ... Revolutionary New Product... Maximum results in minimum time. Show all Supplements one at a time and talk about their benefits.

At the end of the presentation, divide them into two groups.

- Group 1 - Set up Appointment with Niki (one at a time)
- Group 2 - Place orders with Director (one at a time). Recruiter fills the orders.

The rest will have refreshments while waiting their turn. The refreshments should be served by a family member or close friend of Niki's. Also, go over the Special Events Flyer and give them one raffle ticket for each name they list with a phone number on the back side of the Special Events Flyer.

Individually, when you close, remind all those who were a 6 or above on the MRS F CAB form that they receive a free gift for staying a few minutes after that night. Here's the script for this group:

"What questions do you have about the business that I didn't go over? (Answer any questions, then say) Is MK something you'd ever consider for yourself, now or in the future?"

If her answer is YES... ask her if there is any reason you couldn't submit her application and order her starter kit?

If her answer is NO... or, MAYBE IN THE FUTURE... respond this way: *"Sally, this may be for you and it may not... We still value you as a customer... In fact, I noticed that you checked off 'Advanced Glamour' (or whatever) on your Special Events Flyer. Be on the lookout for an invitation."*

Then say, *"Sally, would you do something for me?... On a piece of paper, put a line down the middle, and on the left side I'd like you to list all of the benefits you've heard tonight that this business would bring to you, like the Money, Recognition, Free Car, Tax Advantages, Being your own Boss, Buying your own product at cost, etc... and on the right side, list the worst that can happen if you try it and find that it isn't for you... And Susie, I can only think of one. What do you think that might be? (wait for her answer and then respond) Hmm... and then what?"*

Release her so that she is open to attend the next event. She'll go home realizing that she has absolutely nothing to lose and everything to gain.

FOLLOW UP!!!