

Catalog Party Packet

- 1) 3 catalogs
- 2) Book/Catalog party order form
- 3) Sample order form to show how to do tax and S&H
- 4) Party time card for book party When you book or in packet
- 5) Opportunity brochure
- 6) Wish list book marker
- 7) Monthly specials
- 8) Business card
- 9) Write on envelope "Please make sure to have the checks written out to you or get Credit cards from guests, we will close by phone and will not meet. You keep the checks and cash and we take your Credit Card number"

Catalog Party Post Cards

- 1) Thank you for booking (next day)
- 2) Recruiting post card (same)
- 3) \$200 SS Book Party
- 4) Thank You! Day after you close

Run Catalog Party 2 Weeks

Call #1, Once she gets her hostess packet: This is where you do MAJOR hostess coaching, spell everything out for her make sure she know we are not meeting to close and get checks written out to her and the main focus on this call is talking about a \$1,000 party goal. Explain the hostess specials and tell her to talk to everyone, family, friends, co-workers, she can help them out with anything they have coming up like bridal showers, baby shower gifts etc.

Call #2, Day 3: This call is to check in with her to see how many orders she has, give her some incentive and remind her about the incentives. Let her know if she has ____ sales by Fri. I'll give you _____. You can decide what that amount of sales is going to be and how much you are going to give her, it's about incentives to get her to take action.

Call #3, Day 5: Find out what's on her wish list. Tell her why she will love them, give her verbiage to use to sell them to her guests, then say "You're only ___\$'s away from getting EVERYTHING on her wish list free" Make it sound simple and easy she will feel like it's no big deal.

Call #4, Day 8: Find out where she's at in sales. Tell her what the hostess specials and how close she is and ask "Is there anything I can help you with to help you reach the next level?" Let her know that she only needs ____ more people to order and it's hers FREE! Let her know that you really want her to get the top item (s) FREE! "We will be closing the party in two days – Before

we close who have we missed for orders can you think of anyone else?" You'll close out this call with letting her know when you'll be contacting her again which is the day that you will be closing out the party and that you'll need the Customer order sheet sent to you, either email or take a picture and message it.

Call 5, Day 10: YAYYYY!!!! This is your closing the party call. It's time for you to close out the party, hook your hostess up and get paid for all of your hard work.

Customer Care:

Text after they have their products 1 week – 1 month; "Hi _____, Just wanted to check in and make sure you are LOVING your products as much as I do and see if you had any questions."

Response will vary look for green flags and opportunities to put in "I would you be interested in a HUGE FREE shopping spree? I can help!"

Text 2 months: "Hi _____, Just checking in to make sure you still are LOVING your Norwex and see if you needed anything? "

Response: _____ earned \$ _____ in FREE Product. What is a good night to get YOU a HUGE shopping spree of your own?"

Text 3 Months: "Hi _____, I know you LOVE your products as much as I do! Would you ever considering doing what I do? Imagine what an extra \$1000 would me to you and your family. Let me help you achieve that."

Response: "I would love to set up a time to talk or meet for coffee."